

# *The National* **CLEANER & DYER**

FIRST IN THE DRY-CLEANING INDUSTRY SINCE 1910



CAREFUL WORKMANSHIP has doubled household volume in past five years at Columbus Lace Cleaning Works, Columbus, Ohio. Read how this 50-year-old plant keeps apace of the times in story beginning on page 74.

**Fabric Facts on deep-pile Orlon-dynel . . . . . Page 66**

**How charge accounts can build volume . . . . . Page 96**

**Visible filing system speeds service . . . . . Page 110**

**OCTOBER, 1956**

Cosmetics in your system can shorten solvent life

—use **HYFLO**

...it keeps your  
solvent clean,  
lengthens cycles



By removing all insoluble impurities and dirt from your solvent, J-M Hyflo® lengthens solvent life. This assures you of low filter pressure and clean solvent for many loads. Hyflo is the original high speed filter powder that gives you high quality work and long filter cycles.

In addition, you can protect your filter screen and be sure of fresh, odor-free garments by precoating properly and adding Hyflo to every washer load. With Hyflo, solvent recovery is almost automatic with every type of system, filter or solvent.

Drycleaners have relied on the efficiency and uniformity of Hyflo for over 30 years. For the name of your nearest Hyflo dealer, write Johns-Manville, Box 14, New York 16, N. Y. In Canada, Port Credit, Ontario.

®Trade Mark Reg. U. S. Pat. Off.

**The complete filter powder service  
for drycleaners:**

- J-M Dealers—there's one nearby, ready to serve you.
- J-M Drycleaner's Handbook—ask your dealer for the 7th Edition.
- J-M Engineers—for help on any operating problems.
- J-M Drycleaning Laboratory—constantly studying the latest cleaning methods.



**Johns-Manville HYFLO**

THE FILTER POWDER FOR CHARGED SYSTEM CLEANING





**Big new Fall coverage in the OCTOBER McCALL'S will reach millions more prospects for the**

## "LINT-FREE • CLING-FREE"\*

DRY CLEANING PROCESS

### Get in on the power and push of the BIGGEST DEMAND-CREATING PROMOTION EVER

Yes, they'll read about it in leading trend-setting national magazines like Ladies' Home Journal, McCall's, Parents' Magazine, Glamour, Movie Life, Movie Star Parade, TV Star Parade, Intimate Romances and others . . . reaching every consumer group!

It's going to be a POWERHOUSE! The most intensive, comprehensive dry cleaning promotion ever launched! Millions of customers will look for the stores featuring the "Lint-Free Cling-Free"\*\* Dry Cleaning Process. In your neighborhood, be sure it's you!

This Fall—and all year long—LOWEST-EVER FINISHING AND OPERATING COSTS FOR PLANTS THAT INSTALL AND FEATURE

### BUCKEYE CLEAN-CHARGE®†

Thousands of quality-wise plants across the United States and Canada have already acclaimed Buckeye Clean-Charge®† as the most effective time and money-saving dry cleaning method! You, too, can profit from this amazing new anti-static process!



Is your skirt a social blunder . . . ?

When you stand up, does your skirt do the same?

"Clinging skirts" in the wardrobe are still old-fashioned. Smart women send their clothes to dry cleaners who take the cling out of them. Now Buckeye Clean-Charge®† does the same.

And that goes for all fabrics, all colors—dark, smooth-soft whites, bright jerseys, mittens, gloves and blouses. They can be cleaned with the same results as more "clinging" no more lint—and no extra charge for the miracle!

There's a dry cleaner in your neighborhood who offers this LINT-FREE, CLING-FREE Buckeye Clean-Charge®† process . . . visit him, you'll never will take like clothes again. They'll never be better. And the word, you'll never wear a social blunder again!

BUCKEYE CLEAN-CHARGE®†  
Buckeye Clean-Charge®† removes  
the static and anti-static  
agents that have been used and ap-  
plied in laundry, independent  
dry cleaning and garment finishing.

Write for name of dry cleaner nearest you  
who offers the Buckeye Clean-Charge®† process.

THE DAVIES-YOUNG SOAP CO., DAYTON, OHIO  
© 1956, The Davies Young Soap Company

### Gets out more dirt!

Special synthetic ingredients get out a greater percentage of soil—eliminate discoloration and odor problems—give clothes an anti-static charge that actually repels dirt—permits lint-free cleaning!

### Saves you time and money!

Buckeye Clean-Charge®† reduces spotting time to an absolute minimum—practically banishes wet cleaning! You finish more garments per man hour—get top quality cleaning, and more enthusiastic customers!

\* U.S. Pat. No. 2729567; other patents pending  
† Trademark of the Davies Young Soap Company

SYMBOL OF QUALITY

TNS  
**DAVIES-YOUNG  
SOAP COMPANY**  
BOX 921, DAYTON 1, OHIO

New, Action-Getting  
SALES AIDS Available!

They'll help you tie-in with the greatest dry cleaning promotion in history! Write for complete details!



Cleaner McFuddy was hard-pressed for his rent . . .  
His customers came and his customers went!  
He pressed their clothes the old-fashioned way  
And never knew why they wouldn't stay.



Now Cleaner McSmart was sharp, tho no scholar;  
He knew that satisfied customers don't "holler."  
So he equipped his presses with Doubleplates  
And customers came regardless of rates!

# Fabric-Safe MAKES THE DIFFERENCE

NO HEAT DAMAGE TO DACRON,\* ORLON†



NO STEAM MARKS



NO STREAKS



90% LESS SHINE

or ANY fabric

... improves finishing of **WOOL**



\* Dacron is Du Pont's trade mark for polyester fiber.  
† Orlon is Du Pont's trade mark for Acrylic fiber.

PATENTED AND PATENTS PENDING

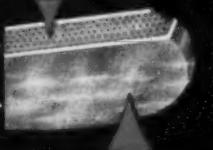
...and 10% MORE PRODUCTION

Because the finish is done right the first lay, even by new operators, output per presser is increased and do-overs are nearly eliminated.

Inner Plate s-p-r-e-a-d-s the steam . . . prevents "nickel spots" . . . adds moisture-conditioning . . . cuts heat below 275° for safety to heat-sensitive Dacron, Orlon, etc.

IT'S THE

**Fabric-Safe DOUBLE** ←  
PRESSPLATE



Outer Plate has the "Cat-Tongue" surface that lifts fibers . . . diffuses light reflection to cut shine . . . stops wavy moire streaks . . . keeps fabrics looking new.

SIZES TO FIT ALL MAKES AND MODELS OF "UTILITY" PRESSES

Utility sizes, 38" to 45", including Hoffman CO-5 Pantex 41, Pros 443	\$2985
Mushroom sizes, including Hoffman W-1, Pantex 1900, Prosperity 318	\$2185
Large sizes (over 45") and Leggers	\$3885

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ORDER FROM YOUR JOBBER

**BISHOP DAVID FREEMAN CO.**

MANUFACTURERS, EVANSTON, ILL., U.S.A.



YOUR JOBBER-SALESMAN CAN CUT YOUR OPERATING COSTS WITH  
**BISHOP LABOR SAVERS!**

# NOW YOU CAN USE BOTH

## Transparent PLASTIC and PAPER BAGS

on the BISHOP  
*Du-all*

## BAG-O-TERIA

FOR TEAR-PRUF TRANSPARENT PLASTIC OR PAPER BAGGING

Bags **MORE** Garments... in Either Plastic or Paper... Faster, Easier  
No walking...no reaching...no lifting!

TEAR-PRUF



Any bag *glides* over  
"Rollo-Top" end of  
bagging rod—safely!

SLIP-PRUF



VERSATILE

for Plants ✓  
for Stores ✓  
for All Types of Bags ✓  
for All Sizes of Bags ✓  
Single or Full-Box Feeding ✓  
Easy Loading ✓ Portable ✓  
All Supplies at Arm's Reach ✓

SEND COUPON FOR FULL DETAILS

- Long Bags       Short Bags
- Plastic Bags       Paper Bags
- Bagging Rod       Tissue Rack
- Order Hook       Storage Bagging
- Invoice Desk
- Reserve Bags
- Rack for Stragglers, Hangers

COMPLETE

TAKES JUST  
1<sup>1</sup>/<sub>2</sub> SQ. YD.  
FLOOR SPACE

COMPACT



BISHOP DAVID FREEMAN CO.  
1600 Foster St., Evanston, Ill.

Please RUSH free brochure on the  
Bishop Du-all Bag-O-Teria for tear-  
pruf use with both transparent plas-  
tic and paper bags.

PLANT \_\_\_\_\_

BY \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

OUR JOBBER'S  
NAME IS \_\_\_\_\_

SOLD ONLY THROUGH JOBBERS

## BISHOP DAVID FREEMAN CO.

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MANUFACTURERS, EVANSTON, ILL., U.S.A.

## THE SAVINGS PAY THE COST

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The National  
**CLEANER & DYER**

VOLUME 47  
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OCTOBER  
1956

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# What is your P/OH\*?

\* Pounds per operator hour

This dry cleaning business is "tough" to get rich on! Whenever labor is a major part of your cost, operating efficiency makes *all* the difference...and what better way to measure efficiency than *Pounds Per Operator Hour* of garments cleaned? Incidentally, have *you* ever applied this scale to your cleaning department and then compared it with the P/OH figures of WASHEX equipped plants?

There's a big difference between the old, conventional-type operation and a modern WASHEX cleaning department run by AUTOMATION!

WASHEX Combination Washer-Extractors, equipped with the Auto-Cycler, reduce the cleaner's task to easy loading and unloading of the machine, flipping a switch, and...the rest is done *automatically!* At the end of the cleaning cycle a whistle signals the operator for the next load. Meanwhile, he has accomplished many other duties, such as spotting, assorting, tumbling, or maybe he's handled even a whole battery of machines.

Flexible? Yes, the WASHEX Auto-Cycler can be set for *any* desired cleaning cycle; single or two bath, short or long rinse or extraction periods. Short-run-specials may be added at any part of the cycle. The machine and valve can, if ever desired, be operated *manually*.

Interested in increasing the P/OH of your cleaning production? Why not call your nearest WASHEX distributor, or clip this ad to your letterhead and mail it to us for more information. No obligation, of course.



**WASHEX MACHINERY CORPORATION**

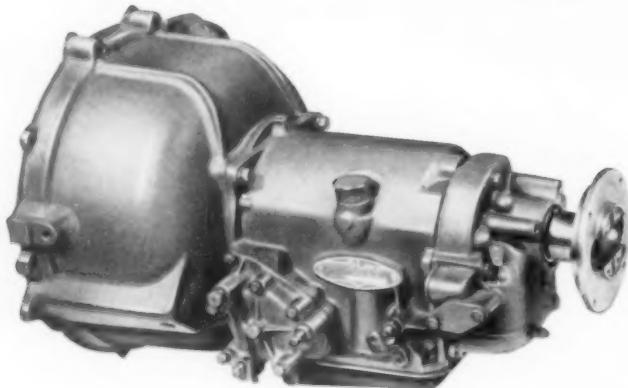
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6-151



**INTERNATIONAL**  
**Truck with**  
**METRO® Body**

## A Perfect Cost-Cutting Combination



**Modern**  
**METRO-Matic®**  
**Transmission**

It's true — having an INTERNATIONAL Truck with METRO Body on your door-to-door delivery route can save you money. Now think of the increased profits in having a time- and money-saving METRO-Matic transmission, too.

Here is the automatic transmission that gives you all these extra features:

- **All the economy of conventional drive** — more mileage per gallon of fuel.
- **More stops, more deliveries per day.** Actual comparisons prove that a METRO-Matic-equipped INTERNATIONAL makes more deliveries, faster. This means you can enlarge your routes or use fewer trucks . . . and save either way.
- **Smoother, trouble-free operation.** Shifting is controlled by exclusive vacuum modulator. Mechanical linkage is eliminated to provide smoother shifts at all speeds.

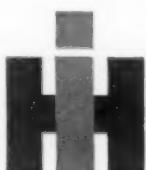
• **Longer life, less maintenance.** Cushioned power eliminates shock loads — increases driveline and tire life, cuts servicing time and costs way down.

• **Safer, easier driving.** No-shift operation permits the driver to devote full attention to traffic and road conditions. Extra parking brake doubles safety. You have dependable engine braking for descending steep grades.

For even more effortless driving, sure-stop power brakes and easy-control power steering are available on most models. See your INTERNATIONAL Dealer or Branch for a convincing demonstration, today. International Harvester Company, Chicago.

**WORLD'S FAVORITE MULTI-STOP TRUCKS**  
Sales Leaders for the Past 18 Straight Years

**INTERNATIONAL®**  
**TRUCKS**

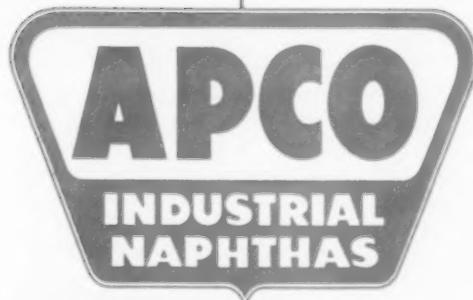


*All-Truck Built to  
save you the BIG money!*

Motor Trucks • Crawler Tractors • Construction Equipment  
McCormick® Farm Equipment and Farmall® Tractors

SAVE TIME,  
MINIMIZE  
SHRINKAGE . .  
with STOD-SOL,  
DEOD. 125 and  
APCO 140-F!

APCO drycleaning solvents make for such fast, easy tumbling that you can cut both time and temperatures. This makes shrinkage negligible and reduces operating costs. Remember, too, that APCO provides the valuable "Test Bundle" Service without charge to Stod-Sol customers!



PRODUCERS  REFINERS  
*Anderson-Prichard Oil Corporation*  
OKLAHOMA CITY, OKLA.

BRANCH OFFICES IN ALL PRINCIPAL CITIES

*6 important reasons why...*

# AceCo Presses are ace-high with today's dry cleaners

*AceCo Air-Driven Presses are the last word in modern, efficient finishing equipment. More and more cleaners are turning to AceCo for a press that gives fast, quality finishing with smooth, effortless operation and maximum safety. Listed here are six of the important reasons why AceCo Presses are preferred by today's dry cleaners.*

*AceCo also offers a complete line of dry cleaning equipment. Two-bath petroleum units, single and two-bath synthetic units, tumblers, washers, extractors, filters, stills and all accessory equipment. Write today for complete information.*



**2. Choice of locking or not locking head** in high pressure is provided by a Handy Finger Lever. Turned up, Lever locks the head in high pressure when the Pressure Treadle is depressed. Turned down, it prevents the head locking, making it impossible for operator to leave press with the head sealed. This is an important feature of the five AceCo Presses in dry cleaning finishing department of Harper Laundry, Alexandria, Virginia.

**3. Proper finishing pressure** for all kinds of fabrics is guaranteed by an Adjustable Air Pressure Regulator with easily read gauge in clear view of operator. The Regulator is quickly set by simply turning a screw, and the gauge shows the exact air pressure, in pounds, being delivered to the press when it is sealed. This outstanding feature assures finest quality finishing with all of these eight AceCo Presses at Davis Laundry and Cleaning Co., Cleveland, Ohio.

**American Cleaners Equipment Company • Cincinnati 12, Ohio**

Division of The American Laundry Machinery Company

**1. Fast, effortless operation** with natural hand motion is the outstanding benefit of the AceCo Press' exclusive Twin Controls. Bar-type, actuated at the touch of a finger, they are conveniently located both on the head and under the front of the press table. No need for operator to change normal work habits. This increases efficiency, simplifies training. The trend to Twin Controls is exhibited by these air-driven AceCo Presses which provide high quality work, fast finishing for Cavalier Cleaners and Launderers, Dayton, Ohio.



**4. Unusual wear-and-heat resistance** is achieved by covering the sturdy work table of the AceCo Press with a phenolic composition. This attractive table improves the appearance of the finishing department, is easy to keep clean and new looking. Shown here are two AceCo Presses in Miracle Cleaners plant located in the huge Northern Lights Shopping Center, Columbus, Ohio.



**5. Fast, convenient steaming** while head is open, descending or in pressure is provided by Double-Handle Head-Steaming Control. Depressing either handle sprays steam from head. That is why these Utility, Mushroom and Pants Leg model AceCo Presses used by American Laundry and Dry Cleaning Co., Hobart, Indiana, are so easy and fast to operate.



**6. Quick, free movement** of lightweight Self-Aligning, Cast Aluminum Head is assured by ball bearings on the head, and needle bearings on the yoke. This is a key factor in the efficiency and high production of the battery of eight AceCo Presses used by Modern Laundry and Dry Cleaning Co., Philadelphia, Pa.

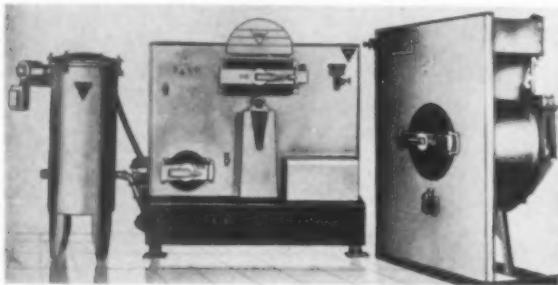
*You can expect more from*

**American**  
American Cleaners Equipment Co.

## NEW PRODUCTS

## AND LITERATURE

### Vic Introduces Two New Products



Vic Cleaning Machine Company is currently marketing its new cleaning machine, the Krestvic, shown above, described as a "complete cleaning plant." It includes washer, extractor, storage tank, filter, recovery unit, still, spring mounting and complete electrical wiring. Mounted on springs and handling 20 pounds per load, the Krestvic is a utility type of installation.

Vic is also offering a new corrosion-resistant heat exchanger, right, for solvent. The shell and end are constructed of stainless steel, while the couplings and plate to which the tubing is attached are of plated steel.

The design is said to permit liquid to flow freely through a larger cooling area instead of through numerous small tubes so that the unit can do more heating (or cooling) in a given time. Another new feature of this heat exchanger is the fact that its coils are attached to only one end plate and can easily be removed for inspection or cleaning without dismantling the solvent piping. Vic also offers controls for these units which automatically regulate the temperatures for either heating or cooling.

For more information on



these products write to the Vic Cleaning Machine Company, 1313 Hawthorne Ave., Minneapolis 3, Minn.

### Wayne Offers New Pump Series

Five new series of Internal Gear Rotary Pumps are being offered by the Industrial Division of the Wayne Pump Company. All employ a circular tooth design in their rotors and idlers, said to provide rolling contact and smoother engagement of teeth, resulting in a reduction of friction and higher volumetric efficiency.

Series A is designed to handle liquids of light to medium viscosities at pressures to 125 p.s.i. Generally similar to Series A, Series B is approved for naphtha and benzene as well. For heavy-duty applications Wayne offers Series C applicable to bulk station uses and truck mountings. LP gases and other highly volatile substances

are taken care of by Series D. Asphalt and other materials of medium to high viscosities requiring a heated circuit and pump utilize the steam-jacketed Series E group. All five series can be supplied unmounted or completely assembled with motor, gear-motor, direct drive and V-belt bases.

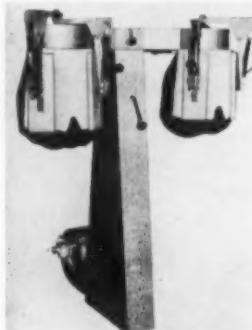
Wayne has published a 20-page catalog describing this new line, with tables for easy reference. Copies may be obtained by writing to Rotary Pump Sales Manager, The Wayne Pump Company, 211 Tecumseh St., Fort Wayne, Ind.

### Haertel Issues Planning Kit

A Storage Vault Planning Kit has been prepared by the Walter Haertel Company for those seeking detailed information on building and equipping garment storage vaults. The Planning Kit contains information on alternate types of construction, how to insulate and insure costs. Particularly helpful are drawings of six suggested layouts. Box storage handling and promotion as well as procedures for record keeping are included.

For a free planning kit write to the Walter Haertel Company, 2840 Fourth Ave. S., Minneapolis, Minn.

### Excelsior Shows Topmaster



A new phase of automation in drycleaning plants has recently been introduced by Excelsior Enterprises, Inc. Called the Topmaster, it is a dual pants topper measuring 36 by 36 inches that is said to finish

pants tops at the rate of 120 per hour. In addition to speed an advantage of this new unit is the fact that anyone can learn to use it in just a few minutes, according to the manufacturer.

For further information write to Excelsior Enterprises, Inc., 1452 Randolph St., Detroit 26, Mich.

### New Bagging Unit



The Du-all Bag-O-Teria, a device for dispensing both plastic and paper garment bags, has been introduced by Bishop David Freeman Co. According to D. A. Freeman, company president, this new bagger is important to plantowners who have been unable to take advantage of the new packaging trend because of inability to use plastic bags on overhead hooks.

The new unit incorporates a bagger, invoice desk and bag storage racks that hold both plastic and paper bags. Because of specially engineered racks the Du-all Bag-O-Teria can be used on either type of bag both separately and interchangeably.

With the new combination unit, walking, reaching and lifting are said to be eliminated. The invoice desk, which swivels for right- or left-handed operators, is 41 inches from the floor and measures 24 by 13½ inches. The self-actuating bagging rod clamp, "Griptite," engages at any height. Requiring one square yard of floor space, the Du-all Bag-O-Teria is mounted

*Continued on page 124*

### YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & Dyer.

# HOYT

Reclaimers and Dryers for  
every requirement . . .  
handle all loads from the  
smallest to the largest!

## RECLAIMERS



**SUPER-FAST SOLVO-MISERS**

This series cuts reclaiming cycle up to 50% . . . keeps pace with the cycle of any drycleaning machine on the market.



**SOLVO-MISER 75**

75 lb. cap. d.w. of this unit permits it to handle large volumes of work most economically and fast. Also available as a Super-Fast unit.



**REGULAR SOLVO-MISER**

Famous reclaimer available in three sizes with cap. from 20 to 50 lbs., d.w.



**SOLVO-MISER MODEL 4518**

Big-capacity (37-47 lbs. d.w.). Goes through a 36" doorway. Automatic timing system. Also available as a Super-Fast unit.

## DRYERS



**WESTPORT**

All operating controls conveniently located on front panel. Just set timer and drying cycle is automatically completed at temperature desired. (Cap. 40 lbs. d.w.).



**TUMBLER MODEL 75**

75 lb. d.w. cap. laundry and drycleaning tumbler. Other sizes available.



**DUO-DRI**

32 lb. d.w. cap. (twin dryer - 16 lb. per unit. Separate automatic controls and heaters.)



**BIG BERTHA**

110 lb. d.w. cap. laundry and drycleaning tumbler.



**DRYERETTE, JR.**

16 lb. d.w. cap. Available for gas, electric, or steam. Automatic controls. Can be supplied coin metered. Ideal spot-titting tumbler.



**DRYERETTE**

27 lb. d.w. cap. Automatic controls. Can be supplied coin metered.



We specialize exclusively in  
dryers and drying reclaimers.  
Our machines are the *last word*  
and set the pace for the Industry.

## HOYT MANUFACTURING CORP. Westport, Massachusetts

Please send me information on the following Hoyt machines:

### RECLAIMERS

- Super-Fast Solvo-Misers
- Solvo-Miser 75
- Regular Solvo-Miser
- Solvo-Miser No. 4518

### DRYERS

- Westport
- Tumbler Model 75
- Duo-Dri

- Big Bertha
- Dryerette, Jr.
- Dryerette

Name.....

Company.....

Address.....



THIS EFFICIENT National Cash Register repaid its initial cost with time and money saved during the first year of operation.



MR. & MRS. JAVELLO, co-owners, who have reduced their working hours and saved money as



well with the complete control their National System provides.



ATTRACTIVE STORE of Javello Cleaners where customers can count on the fast, efficient service of a National System.

## "Our *National* System saves us \$1,070 a year... pays for itself every 12 months!" —Javello Cleaners, Three Rivers, Michigan

"Since ours is a small business, my husband and I had serious doubts at first as to whether a National System would be a paying investment," writes Mrs. Javello. "But there's no doubt about it any more. Ever since we installed our National System we've been saving more than the cost of the equipment every year.

"Posting and balancing the books with the information our National provides has reduced our record keeping 15 hours each week. Even our young daughter can do this since the register provides a mechanical check on her postings.

"In addition to the time and money it saves through increased efficiency, our National provides us with complete control over every step in our operation. Accounts are always correct and statements are ready for prompt mailing—service both we and our customers appreciate.

"From our own experience with this investment which saves us \$1,070 a year and pays for itself every 12 months, we'd like to recommend Nationals to every cleaner—especially the small business man who feels he couldn't afford the equipment cost."

Whether your business is large or small, you can profit from the many time- and money-saving features of a National System. Call your nearby National representative today and find out how Nationals quickly repay their cost, then keep returning extra yearly profits. He's listed in the yellow pages of your phone book.

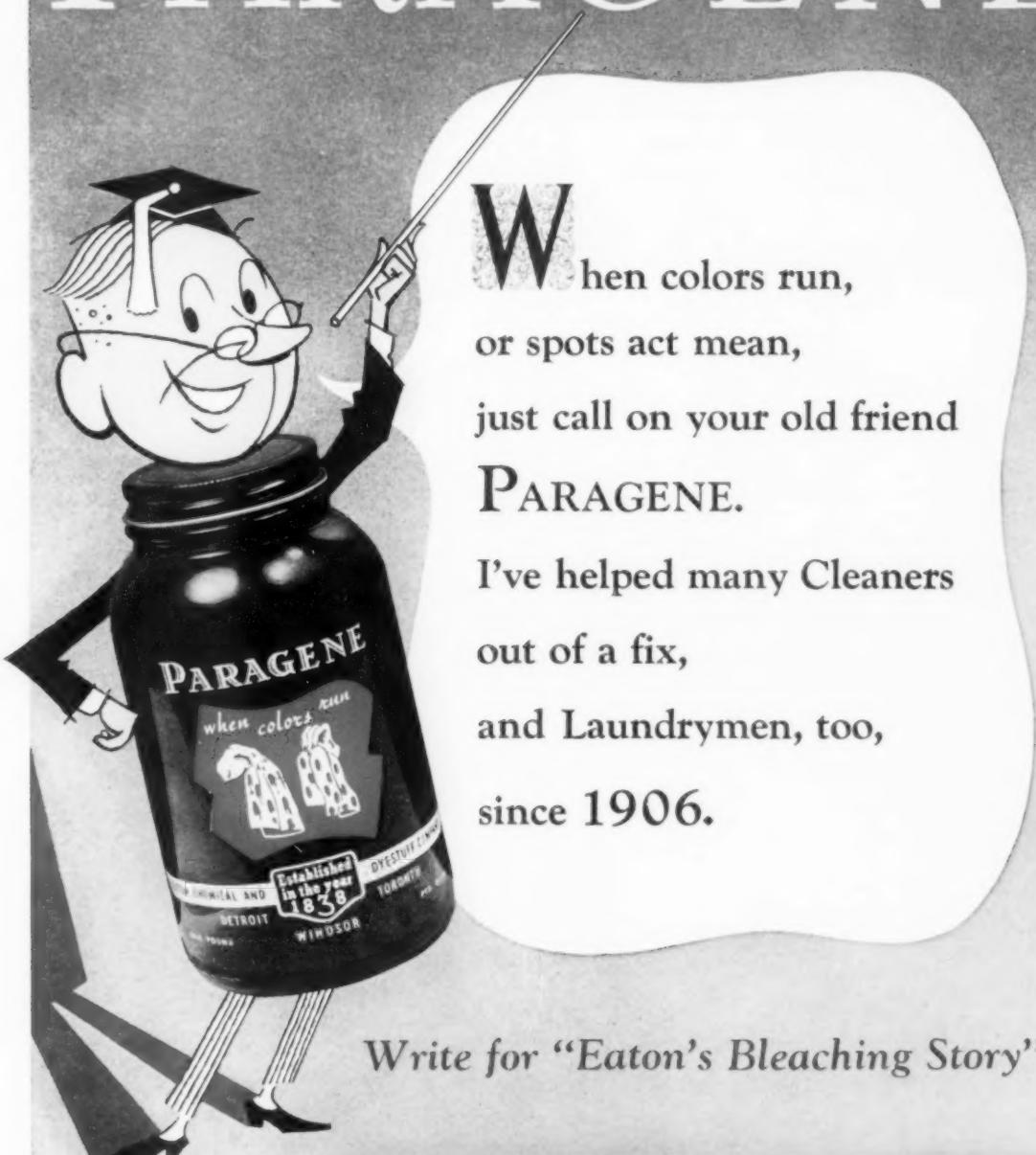
®TRADE MARK REG. U. S. PAT. OFF.

**National**  
CASH REGISTERS • ADDING MACHINES  
ACCOUNTING MACHINES

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio

989 OFFICES IN 94 COUNTRIES

# PARAGENE



When colors run,  
or spots act mean,  
just call on your old friend  
**PARAGENE.**

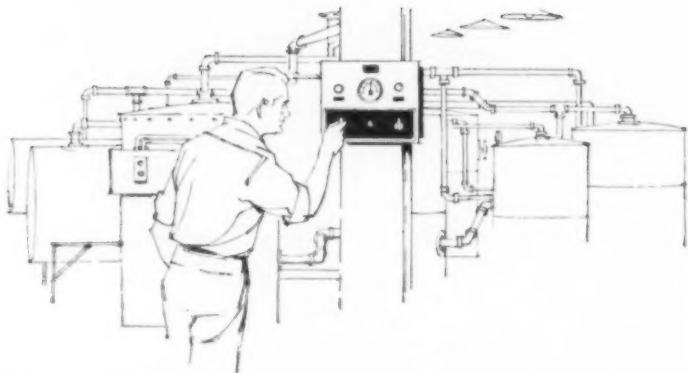
I've helped many Cleaners  
out of a fix,  
and Laundrymen, too,  
since 1906.

Write for "Eaton's Bleaching Story"

**EATON CHEMICAL and DYESTUFF COMPANY**  
1490 Franklin Street • Detroit 7, Michigan  
CANADIAN PLANTS: WINDSOR and TORONTO

1906—PARAGENE'S 50th ANNIVERSARY—1956

*Now, your drying  
process is easier,  
safer, more  
economical, with—*



# Honeywell's New Tumbltrol<sup>\*</sup>

## *Tumbler Temperature Control Panel*

**N**OW, FOR the first time you have *all* the controls you need to give you an ideally dried load of garments every time *within one control panel!* With the Honeywell TUMBLTROL panel, all the operator needs to do is set *two simple dials* (one for the time and one for the material temperature) to correspond to the needs of each load—*then walk away and forget it.* The drying process will be automatically guided through its cycle to perfection, controlling the temperature for the exact interval of time you have selected!

And for fine *cleaning* every time—use Honeywell humidity and temperature controls. They mean less spotting and wrinkling . . . less color bleeding and fabric piling.

Find out more about the Honeywell Tumbltrol for drying and Humidity and Temperature Controls for cleaning. See your detergent or machinery equipment manufacturer, call your local Honeywell office, or write Honeywell, Dept. ND-10-231, Minneapolis 8, Minnesota.

### *Red Signal Light*

goes on and remains on at all times while steam valve is open. It tells the operator at a glance whether steam is being used—when it's "off" you're saving steam.

### *Tricolor Thermometer*

tells you exactly what temperature you have inside your tumbler at all times. Easy-to-read and sensitive, it gives you a constant visual check on each and every load.



### *Drying Temperature Dial*

can be easily set to the temperature you need to properly dry each load. Dial is calibrated for the various types of fabrics for your convenience and ease of setting.

MINNEAPOLIS  
**Honeywell**

112 offices across the nation



*First in Controls*

... BASED on PERFORMANCE  
NEW YORKERS ARE PREFERRED!

# FEATHERLIGHT\*

The Streamlined  
Press with  
Fingertip Control

A GREAT  
PRODUCTION  
BOOSTER!

DOGWOOD  
FINER FRENCH DRY CLEANERS  
448 DOGWOOD AVE.  
W. HEMPSTEAD, N.Y.  
IVanhoe 1-5520

New York Pressing Machinery Corp.  
880 Broadway  
New York, N. Y.

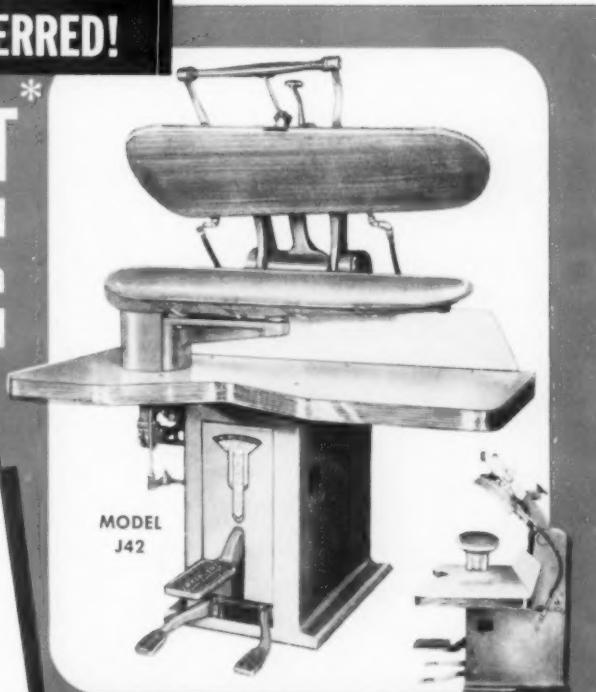
Gentlemen:

A short note to tell you that you can list the "Featherlight" among the New Yorker successes. We've found that all of your claims for the machine are stated.

It has become our presser's sweetheart -- and a production booster as well. The fact that the operating head is as light as a feather and that it can easily be locked by hand are star features with us.

Thanks for advising us to install the Featherlight. It's just what we needed.

Very truly,  
*Jeffair*



\*THE FEATHERLIGHT New Yorker,  
The Ultra-Modern Steam Press  
With These De Luxe Features:

- Compact, space-saving design.
- Saves 4 sq. ft. on each machine.
- Light-as-a-feather operating head — fingertip closing, locking, releasing.
- Adjustable hydraulic shock absorber.
- 3-point head suspension assures even pressure on all thicknesses of material.
- Improved packless steam valves.
- Most powerful steam vacuum dryer ever used.
- Attractive, sturdy pearl gray Formica table and backboard.

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of Better  
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For Over  
45 Years"

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## SIGNS of the TIMES

**Aptitude Tests:** According to a recent bulletin of the New York State Department of Labor, New York is one of 10 states which have been allotted special funds by the United States Employment Service for test development and research in its counseling and placement program. The improved and broadened aptitude tests will result in increased occupational coverage both nationally and locally.

Many states now have such testing and placement services available to employers. According to the New York State Labor Department, the government facilities are preferable to privately applied tests, since the appropriate bureau is better equipped with personnel trained to decide which tests suit which occupation and to interpret the results more scientifically.

The tests used by the state employment services include a General Aptitude Test Battery, aptitude tests for about 250 specific occupations and proficiency tests that measure the skills of an experienced worker. Many specific jobs can be grouped into job families on the basis of various kinds of similarities, making it possible to help an applicant select broad fields of work in which he has chances for successful performance.

Interested employers are advised to contact their state U. S. Employment Service office.

# #

**Public Service:** The new president of the Gardiner - Reedsport (Oregon) Lions Club is Verne Colver who owns Reedsport Cleaners and Colver's Laundry. In West Virginia Harry E. Stemple recently received the gavel of his new office as president of the Berkeley Springs Lions Club. Mr. Stemple is a partner in Nu-Way Cleaners.

# #

**State-Sponsored Drycleaning Course:** The Massachusetts Department of Education reports that a course in drycleaning management will be offered at the Massachusetts Institute of Technology under the auspices of the division of university extension, with Charles H. Bokoske as instructor. Be-

ginning October 1, the classes will continue for 10 weeks and will cover all phases of drycleaning. Residents of Massachusetts who are veterans may take the course free of charge. There is a nominal charge for others.

Complete information may be obtained by writing to the Division of University Extension, 200 Newbury St., Boston, Mass.

# #

**Small Business Literature:** How your concern would make out if your office were demolished and key documents were destroyed is the question posed in the latest issue of Management Aids for Small Manufacturers, No. 75. Various cases are cited to show the difficulties resulting from such a loss. Four special types of records important to safeguard for tax purposes are depreciation figures, tax withholding statements, unusual business expenses and business losses.

The bulletin stresses the importance of starting a program to safeguard such papers immediately and also gives concrete steps which the businessman can take to put such a program into effect. As a sidelight the value of using microfilm with its space-saving advantage is noted.

# #

**Shopping-Center Study:** Drycleaners who operate or plan to open in shopping-center locations may be interested in a new book brought out by the National Retail Dry Goods Association, entitled "Shopping Centers." The book examines the various facets of retail operations in these locations and drawing on managerial experience presents criteria for new management and describes procedures for most profitable operation.

In addition the book contains pointers on how to run a branch store in a center. Other topics covered are site and layout, merchant selection and balanced tenancy, branch store layout, and how to evaluate branch store performance.

For additional information and prices write to the National Retail Dry Goods Association, 100 W. 31st St., New York 1, N. Y.

**For New-Plant Planners:** Our July editorial pointed up the need for careful planning on new enterprises. The impending Federal highway program will involve a considerable amount of property condemnation. What today appear to be choice sites for new drycleaning plants may be duds a few years hence.

The Chamber of Commerce of the United States has just printed a comprehensive report on this very subject. If your plans call for new plant locations it might be well for you to send for its booklet, "How Bypasses Affect Business." Write directly to the Chamber of Commerce at Washington 6, D. C.

Another helpful pamphlet out of Washington is one suggesting a worksheet for planning a drycleaning plant. It is entitled "Capital Requirements for Drycleaning Plants." Printed by the U. S. Department of Commerce, Washington 25, D. C., it is available for 10 cents. Field offices of the department also stock the forms.

# #

**Florida Training School:** A drycleaning training school jointly sponsored by the Greater St. Petersburg (Florida) Cleaners and Launderers Association and the Pinellas County Department of Public Instruction was conducted this summer. Equipment for the program was bought by the association and county.

To permit those with other employment interested in drycleaning to attend, courses were arranged for both day and evening. Instructors were recommended by the association.

# #

**For Consumer Protection:** The possibility of setting up a plan for exchanging mutually helpful information and an arbitration board to settle claims was discussed at a meeting of drycleaners and clothing store retailers in Albany, N. Y. It was agreed that the primary aim of such a board would be consumer protection. Present at the meeting were Mr. Lauterbach for the retailers, Vic Rosenthal for the Neighborhood Cleaners Association and Gene Teper for the National Institute of Drycleaning.

*We Can Roll*

**YOUR PROFITS  
WILL INCREASE\***

*with the*

**DETREX**

**PROCESS**

*\*IT'S BEEN TRUE WITH EVERY DETREX OWNER,  
WHY NOT YOU, TOO!*



## VELVETONE CLEANERS

6001 LIBERTY ROAD • BALTIMORE, MD.

Leonard Bressler, owner of Velvetone Cleaners, *tripled his volume and his profit in two short years*. Yes, in two years he tripled the number of sales dollars he takes in each week . . . and at the same time each of those sales dollars is returning a higher margin of profit. Leonard says all this was accomplished by switching to the Detrex Process.

Before opening Velvetone Cleaners, Leonard had 15 years' experience in the business. He started out with his father in a tailor shop and stayed with him while drycleaning service was added to the business.

Three years ago Leonard opened Velvetone Cleaners . . . but *not* with Detrex equipment. Results were mediocre from the beginning. But after one year of operation he switched to a Detrex Two-Bath Monarch and since then the profit results have been outstanding.

Leonard gets 8500 lbs. of cleaning per drum of solvent, has eliminated wet cleaning and shrinkage, has only  $\frac{1}{2}$  of 1% spotting now and practically no re-runs. His Detrex Monarch is giving him the finest in trouble-free service and he acknowledges that his business has tripled because of the quality cleaning that Detrex produces.

This same success story is repeated every place that you see a Detrex installation. Prove it to yourself by talking to a Detrex owner.

### DETREX CHEMICAL INDUSTRIES, INC.

Dept. J-60  
Box 501, Detroit 32, Michigan

- Send me all the facts on how I can build greater volume and more profit with the Detrex Process.
- Send me all the facts on the Dialamatic Conveyor.
- Send me information on the LEASE arrangement.

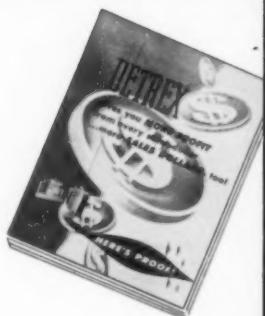
NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_ STATE \_\_\_\_\_



# Here's why DETREX gives you more . . . in profit . . . in volume!

You don't have to raise prices to raise profit—you can actually boost profits by cutting cleaning costs per garment and by increasing the number of garments you process. Detrex does both for you automatically. Here's how . . .

Detrex attacks cleaning costs right at the core—it reduces the amount of hand labor needed to process a garment. The Detrex Process does this by reducing re-runs to a fraction of what you are now running (regardless of the process you use). Moreover, hand spotting and wet cleaning, no matter what climate or season, drop to virtually nothing with the Detrex Process . . . shrinkage, it's not even a consideration with Detrex operators. As a result it costs you substantially less to process a garment with Detrex equipment and you are free of the industry's biggest headaches as well . . . any Detrex operator will back up these statements.

But that's not all. Your volume will also increase. First of all, your customers are better satisfied and that means consistent repeat business. Second, they will soon be sending in neighbors and friends who will also become steady customers. Third, you can offer fast service without sacrificing quality or profit. This fast service brings in additional new business from people who need cleaning in a hurry—and because they will be fully satisfied—they, too, will become steady customers on a regular-service basis. This is a pattern proven time and time again in Detrex installations over the past several years.

Now, consider the facts. 1) Detrex brings you more profit per unit of drycleaning. 2) Detrex offers concrete business-building features without the headaches of ordinary dry-cleaning operations. 3) Detrex has a proven record from coast to coast that backs up these facts. Don't you think it's time you looked into Detrex for a more stable, big-volume business future? Use the coupon on the facing page to get the ball rolling today.

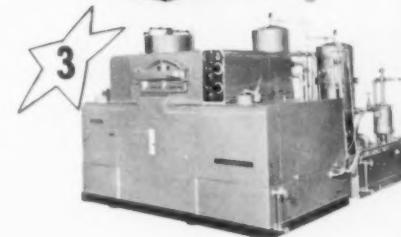
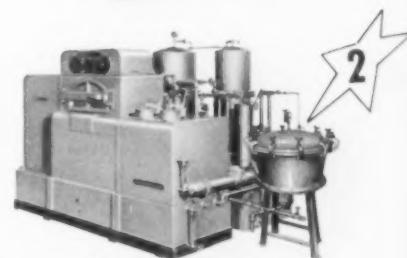
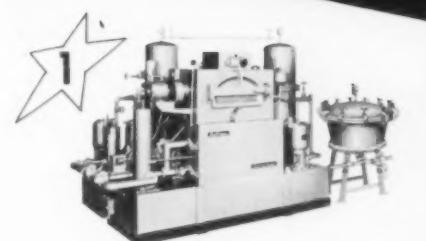
## Lack of Capital?

You don't need a big cash investment to start getting these Detrex profits either. You can lease a Detrex Coronet or Detrex Two-Bath Coronet and Synth-O-Saver. Get the details today by mailing the coupon.

## Reduce Handling Costs, too!

Your profit increase doesn't stop with the cleaning operation. Detrex offers you the opportunity to also reduce your handling costs and thereby add to the profit as well. Details of this are on the next page.

Why Be  
Satisfied  
with  
Anything  
Less Than  
**MAXIMUM  
PROFITS!**



★  
DETREX CORONET—  
bigger business future with  
low initial investment.

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DETREX MONARCH—over  
100 lbs. hourly capacity.

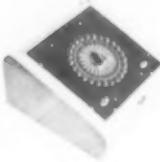
★  
DETREX AMBASSADOR—  
over 200 lbs. hourly ca-  
pacity.

★  
DETREX SYNTH-O-SAVER  
—gives extra profit by re-  
ducing solvent cost to rock  
bottom.

# DETREX B&G DIALAMATIC CONVEYORS . . .

## AUTOMATIC HANDLING OF GARMENTS

### DIAL AND DELIVER . . .



As easy as dialing a telephone . . . and faster! Just turn the dial to the order number and there it is . . . the complete order at your sales counter in seconds.



### SAVE TIME . . .

Your counter attendant stays with the customer, eliminating annoying delays caused by searching for garments. Dialamatic delivers your customers' garments to the counter in seconds.



### SAVE SPACE . . .

Dialamatic conveyor handles 39% more orders in the same space you now use. Patented 30° hanging of garments stores more garments per square foot of space. Eliminates waste space for aisles in storage area.

### BOOST SALES . . .

Dialamatic conveyors will actually boost sales by improving customer relations. Efficient, modern garment delivery builds confidence in your over-all operation. Even at heaviest rush hours, your counter attendant stays with the customers.

### ALSO AVAILABLE . . .

#### PNEUMATIC BAGGER

Speed up bagging of garments. Simple foot control eliminates manual lifting.



ALWAYS MORE PROFIT WITH DETREX EQUIPMENT



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INDUSTRIES, INC.

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LITHO U.S.A.

## LEGAL DECISIONS

By A. L. H. STREET

### Customer Accidents

It behooves the manager of a cleaning establishment to use special care for the safety of business callers on that part of the premises set apart for their use. But, isn't the caller also responsible to a reasonable degree for his own safety?

This point is well illustrated by a decision of the Texas Court of Civil Appeals in the recent case of *Ford v. Acme Laundry Co.*, 284 S. W. 2d 745. The entrance to the defendant's office through a glass door was flanked by glass panels. The plaintiff walked into one of the panels and was injured when it broke. A trial court awarded damages in his favor but the Court of Civil Appeals set the judgment aside. The higher court reasoned as follows:

There was nothing to show that the building was defectively planned or constructed. Even if to one leaving the office the panel was so clear as to give the appearance of an open door, the plaintiff must have been aware of the actual situation when he entered the office.

The defendant company would have been bound to warn the plaintiff against any danger that was not open and obvious. But the glass panels did not constitute any risk for a person using his senses.

The El Paso case furnishes a valuable tip that will guard against callers walking through glass panels. A rosette or some other attractive decoration can be placed on the panel to afford an adequate substitute for a sign reading, "This is a glass panel. Don't try to walk through it!"

### Employee Theft

Is a cleaner liable for theft by his employees?

The law reports do not disclose many court decisions bearing on the liability of a cleaner for thefts of customers' garments or their contents. So, a decision by the Connecticut Court of Common Pleas is noteworthy, although it involved a case where a mink jacket was sent for storage, not cleaning. The same rules of law apply for the latter service.

In another instance the California Supreme Court decided that a cleaner was not liable for loss of valuables that the owner of a garment had left in the

pocket when it was sent for cleaning, even if the delivery man who picked it up or some other employee in the plant stole the valuables. (*Copelin v. Berlin Dye Works*, 144 Pac. 961.) But that case must be differentiated as to facts, if not law, from one where a delivery man picks up a garment and steals it, as in the Connecticut case mentioned above. (*Samuelson v. Harper's Furs*, 20 Conn. Super. 37, 120 Atl. 2d 429).

In that case a delivery man picked up a mink jacket and a Persian lamb muff, giving a receipt for each. He turned the muff in but not the jacket. The court decided that the storage company was liable for the loss of the jacket on the grounds that it *broke its contract* to receive, store and return the garment. But, on the facts proved, the company was not liable on a theory that it was *negligent*.

Proof that the garment had been delivered to the defendant's authorized deliveryman and was not returned gave rise to the belief that the defendant was negligent, requiring him to offer proof to the contrary. But when the plaintiff attempted to prove that the defendant had negligently failed to maintain proper supervision over the deliveryman, the plaintiff became bound to show in what respect the defendant was negligent. Negligence was not proved by merely showing that the delivery man stole the garment—a fact admitted by the employer.

Therefore, since the case did not fall within the rule of law that an employer may be liable for theft by an employee if he retains him knowing his dis-

honesty (8 *Corpus Juris Secundum* 274, note 22), the court decided that the defendant was not liable on a theory of negligence.

### Liability for Lost Garments

Please outline some of the conditions under which a cleaner may be held liable for loss of garments.

This inquiry prompts us to summarize here some of the principal legal points on which a cleaner or dyer's liability for loss of garments depends. They cover loss by burglary and theft as well as by fire or mis-handling.

First, when a patron sues on a loss claim it is up to him to prove that he delivered the garment to the cleaner or dyer either at the latter's agency or place of business or else to an authorized deliveryman. If there is a flat conflict between the claimant's testimony that he delivered the garment and the cleaner's evidence that it was not received, the claimant could lose his lawsuit unless the judge or jury has good reason to believe the claimant as against the cleaner.

Second, when the cleaner admits having received the garment, or the judge or jury is reasonably sure that he did, a presumption that the loss was due to this fault arises. That makes it necessary for the cleaner to satisfy the judge or jury with proof that he used reasonable care in guarding against these hazards. But unless such proof is forthcoming, the judge or jury will ordinarily be justified in concluding that the loss was due to careless handling.

Anything that an ordinarily careful cleaner would not do, which results in loss, may justify holding the cleaner liable. For example, the placing of a garment in an open or unattended delivery truck could constitute grounds for holding the cleaner liable. Or the neglect might consist of leaving the garment in a building to which burglars could gain ready access, because of unlocked doors or windows. Or it might lie in failing to take the proper precautions to guard against loss by fire.

The cleaner is not responsible for failing to carry insurance on garments unless he has agreed to do so.

Of course, a well-kept system of records of articles received and de-

#### Invitation to the Reader

In this department of *THE NATIONAL CLEANER & Dyer*, Mr. Street, an attorney and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely on your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney by citing what the courts have generally decided in similar cases.

HEAR...



THOSE  
EXTRA  
PROFITS

KNOCKING

AT  
YOUR  
DOOR?

# CHARGIT

POWERFUL DETERGENT...



by **NU-PRO**

...the **SUPER CHARGE** soap  
for **YOUR CHARGE SYSTEM**

Gives you  
**NEW CLEANING ECONOMY** with  
greater **CLEANING efficiency!!**

Garments cleaned by the odorless **NU-PRO CHARGIT SYSTEM**  
build greater **CUSTOMER SATISFACTION** because they...

**LOOK BETTER, FEEL BETTER, WEAR LONGER**

**CHARGIT** IS FAST ACTING... AFFORDS HIGH SOIL  
REMOVAL... REDUCES LINTING... DOES  
NOT RING IN SPOTTING... ELIMINATES  
DISTILLATION TROUBLES... BUILDS NO  
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• USE IT FOR TOP RESULTS •

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OR WRITE US DIRECT FOR FULL DETAILS

livered, as well as a fixed method of handling garments from the time of receipt to the time of delivery, are exceedingly important in enabling the cleaner to defend loss claims.

When the facts show that the cleaner is liable for loss it is seldom possible to fix the precise dollars-and-cents loss for which he is liable. But the courts seem to agree that the customer is entitled to no more nor less than the reasonable value of the article when it was received for servicing. Ordinarily, that is what the article cost new, less a reasonable sum for depreciation. Some courts might allow present replacement cost less allowance for use, where replacement cost exceeds actual cost when purchased.

Here is a list of court decisions with a summary of what was decided:

A cleaner must use that care in handling a patron's goods that an ordinarily careful person would use in handling his own goods: *Duggan v. Ware*, 117 Southeastern Reporter 121, decided by Georgia Court of Appeals.

Cleaner was not liable for fire loss not caused by carelessness: 67 Atlantic Reporter 152, decided by Delaware Superior Court.

If a cleaner entrusts garments to a third party without the customer's knowledge and consent, the cleaner can be held liable: *Dolphin v. Davis*, 183 Illinois Appellate Court Reports, 118.

According to a decision by the Appellate Term of the New York Supreme Court, where a cleaner agreed to return an overcoat by 6:00 p.m. of a certain evening, and failed to do so, with the result that the coat was stolen that night, he was liable for loss, even though not at fault as to the burglary: *Carll v. Goldberg*, 110 N. Y. Supplement 318.

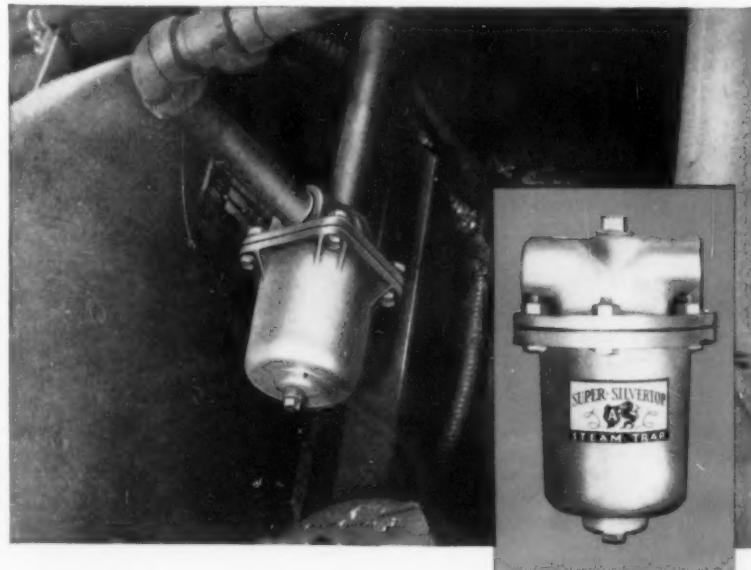
One of the leading decisions was rendered by the Kansas City Court of Appeals (*Cothern v. Kansas City Laundry Service Co.*, 242 Southwest Reporter, 167) to the following effect:

When receipt of garments is admitted it is up to the cleaner to prove that loss is not his fault.

In proving amount of loss, the owner can show what the garment cost, if he also proves condition and value at time of loss. Someone experienced in handling garments may testify to value. (But all courts seem to agree that the customer is not limited to the value of the garment in the used-clothing market.)

Fine-print clauses on receipt slips, etc., limiting the cleaner's liability for loss and damage are not binding upon a customer who was not aware of the conditions before or when he delivered the goods for cleaning.

# 16 YEARS OF DRY CLEANING SERVICE —AND STILL GOING STRONG!



## YES, SUPER-SILVERTOP STEAM TRAPS ARE ENGINEERED FOR LONG DRY CLEANING LIFE!

- A. Talone, one of suburban Philadelphia's most progressive cleaners and dyers, reports that after 16 years of continual day-in and day-out service, their Super-Silvertop steam traps have never required a penny's worth of maintenance, except for an occasional cleaning!

Such results are commonplace with Super-Silvertops. They're built with the exclusive engineering features such as a patented guided bucket arrangement which guarantees positive leakproof seating of valve, and results in longer life. Furthermore, Super-Silvertops can be installed straight in line or as an elbow in any size saving on fittings and installation time. Thus, instead of removing traps from a pipeline you can open and clean a Super-Silvertop without disturbing a single pipe fitting! Save money. Get longer life from your steam traps. Specify or buy longer-lasting Super-Silvertops!

 <b>THE NEW WAY</b> Notice the simplicity and saving in fittings.	 <b>THE OLD WAY</b> Notice how bottom inlet requires complicated piping.	 <b>FREE TRAP SELECTOR BOOKLET!</b> Tells how to select and install traps for all steam equipment. For your copy, fill out and mail to: <b>THE V. D. ANDERSON COMPANY</b> Division of International Basic Economy Corporation 1930 West 96th St. • Cleveland 2, Ohio
Name _____	Company _____	Address _____
City _____	State _____	

**ANDERSON**  
**SUPER-SILVERTOP** STEAM TRAPS  
*The Engineered Steam Traps*

# Your cleaning solvent in rust-inhibited



Ordinary painted drum  
after a year of weathering  
is badly rusted.



USS rust-inhibited drum  
of similar type shows no  
sign of rust at all after  
same test.



**White handkerchief rubbed inside a USS Steel Drum reveals no trace of rust or dirt.**  
Proof that your cleaning solvent is protected best by rust-inhibited USS Steel Drums.

# stays 100% pure... USS STEEL DRUMS

United States Steel drums coated with  
zinc phosphate stop rust damage of valuable solvents  
—guard purity even after the drum is open

Zinc phosphate is the most powerful rust-inhibitor known for drums. And USS Steel Drums carry the deepest zinc-phosphate coating of any drums made—150 milligrams per square foot!

That's why the largest and best solvent makers specify United States Steel Drums to guard their products.

This amazing USS drum with the zinc-phosphate jacket assures you that your solvent ar-

rives hospital-clean, and stays that way—even after the drum is opened.

For you, this means no more solvent losses from metal contaminants, dirt or sludge. You use every drop of solvent you pay for—right down to the bottom of the barrel.

So, next time you shop for solvent, shop for the container, too. Make sure it's a rust-inhibited USS Steel Drum.

Here's how US Steel makes the safest possible drums for solvents.



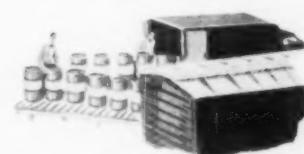
**Descaling**—Prior to rust-inhibiting, drum is spotlessly cleaned inside and out. This gives the scale-free surface necessary to hold the rust inhibitor.



**Rust-inhibiting**—Zinc-phosphate solution is sprayed on drum to form crystalline coating. This combines with the clean steel to retard rusting.



**Exterior finish**—Now that the drum is guarded against rust, final painting takes place. Trademark and advertising of the purchaser are applied.



**Final inspection and shipping**—Just before the drums move out to solvent makers, United States Steel inspectors give them a final check.

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DIVISION

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**USS STEEL DRUMS**  
"It's Better to Ship in Steel"



UNITED STATES STEEL

## BUSINESS BUILDERS

### Eye Appeal Draws Pedestrian Traffic



Mirrors placed at an angle inside the call office of Inges' Sanitary Laundry and Cleaners at Portsmouth, Virginia, attract the attention of passersby. Interior signs and an inset shirt display quickly tell of its services.

The mirrors have two other selling points. They appeal to the vanity of waiting customers, subtly refer to appearance. The other advantage is that they add an illusion of spaciousness to a compact store.

### Cash-Payment Discount Cards Build Business



Cash-and-carry customers are "club members" at this plant. Kraft Cleaning and Laundry Company in Peekskill, New York, enrolls its patrons in the "Best Dressed Club." There are no dues, only dividends to members.

The customers are given a 5-by-6-inch card on which is recorded each drycleaning sale. As additional purchases are made a running total is marked on the card in the numbered spaces shown above.

When the amount totals \$10, the member receives a cash payment of a dollar. This 10 percent dividend is an excellent attraction in itself. However, the plant uses some good psychological tricks for even greater effect.

First, the name of the "club" is a subtle reminder that Kraft customers are the "best dressed" in Peekskill because of the quality cleaning produced in that plant. Secondly, the discount is an actual cash repayment to the customer. On top of that, the dividend is a *silver* dollar.

Most people save these silver dollars. Carried in pocket or purse, they serve as a constant reminder of Kraft's services. People bring in extra garments in order to build up the total faster to get the award sooner.

Even the cards themselves have certain psychological advantages. Since they are oversize, they do not get lost when tucked in a purse. Because of their size and distinctive blue or yellow color they are selling the plant at all times.

The reverse side of the card is kept relatively free of copy. Instead, a polite suggestion is made to use that space for note writing. Many customers use it for keeping grocery lists. There is one clincher printed on this side that deserves mention. It tells the patron that when the card is filled in with \$10 worth of orders the dividend will buy 20 hours of free parking.

If the housewife prefers, she gets 20 nickels instead of the silver dollar. And since the plant is adjacent to a community parking lot, it is important that the customers have a plentiful supply of nickels to feed the parking meters.

People appreciate the cash dividend. How well was borne out in a recent incident. A vacationing woman picked up her last order the day before she ended a two-week holiday in Peekskill. Her purchases to that day amounted to \$7. She bemoaned her lack of foresight in not bringing another \$3 worth of work to the plant.

She brightened considerably when owner Dave Blank told her to save the card until her vacation next summer. There is no time limit on the cards. Kraft Cleaners is assured of her business when she returns.

### Humorous Sales Message



Passersby chuckle when they observe the sign in the front of Magic Cleaners in Los Angeles, California. Mounted just beneath the large neon sign in front of the plant are the sales messages shown above.

The letters are painted a strong black against a bright orange background. They are easily visible to pedestrian and motor traffic alike. The sign faces in two directions, with each side bearing the different advertisements shown in the photos.

DRYCON EXCELS IN GIVING  
YOUR FINISHED WORK

**RICH HAND and FEEL**

**LUXURIOUS, SOFT BODY**

**SUPERB DRAPING QUALITY**

**FINE LUSTRE and SHEEN**

**RESISTANCE to CREASE**

IMPORTANT: DRYCON never gives that  
undesirable, harsh, stiff hand and feel.

In every respect you will find DRYCON to be the best dry sizing you have ever used. It is different in formulation. It is more highly concentrated. You will find DRYCON simpler and easier to use. You will note an important reduction in finishing time with DRYCON-sized garments.

DRYCON is one sizing that will not stick to, or build up on, press plate, press cover or any other place where it comes in contact with finishing equipment. When used in the wheel, it will not affect or react to any type of dry cleaning soap. DRYCON-finished garments do not stick to wearer.

Get in touch with your supplier now or write to  
us for more information about DRYCON!

WALLERSTEIN COMPANY, INC.  
180 Madison Avenue, New York 16, N. Y.



**DRYCON**

THE CONCENTRATED DRY SIZING  
YOU CAN USE BY DIP METHOD  
... OR RIGHT IN THE WHEEL

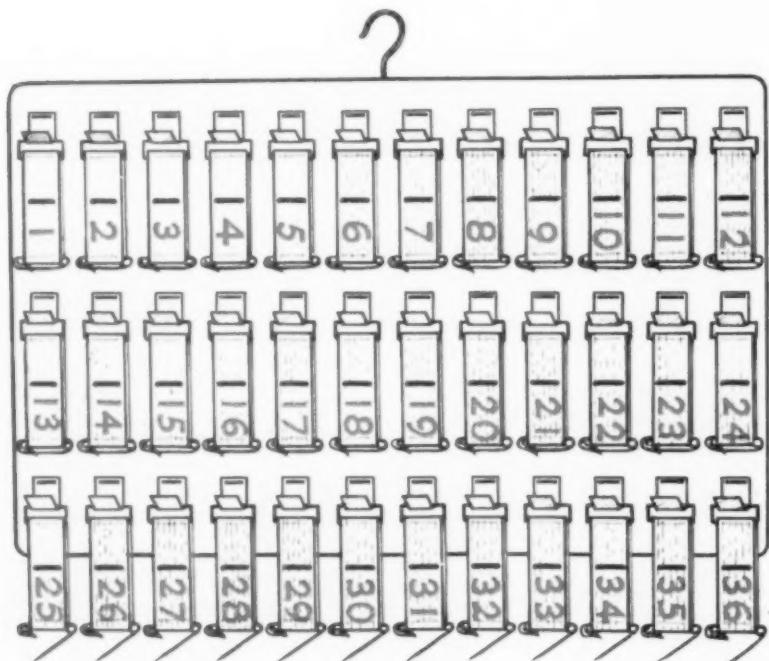
# SPEED CHECK Gives you COMPLETE AUTOMATION

With the **SPEED CHECK** System in dry cleaning plants you do not run in lots. You have *mass production* in cleaning, spotting and finishing operations. This is important because you can produce from 15 to 20% MORE WORK by eliminating the lot system!

If you are now using a conventional-type marking and the lot system . . . by switching to the

tried and proven **SPEED CHECK** Work-Flow System, you will get . . .

1. A 10 to 20% cut in marking time.
2. A 15 to 20% increase in production.
3. A 50% reduction in checking time.
4. A check-out of 240 to 300 pieces per hour per checker!



## The UNIT FLOW SYSTEM

### PROVIDES

#### AUTOMATIC BUNDLE ASSEMBLY

- PRODUCTION ECONOMY
- GARMENT RECOUNT
- SIGHT SUPERVISION
- UNIT FLOW
- ✓ Checking is Automatic.

The SPEED CHECK Work-Flow System is installed complete. No *part* systems. A well-trained expert instructs all employees and the management in the correct use of the SPEED CHECK System of *Work-Flow Speed Rail Assembly and Identification*.

The SPEED CHECK CO., Inc.  
P. O. Box 6131, Sta. H, Atlanta 8, Georgia

GENTLEMEN:

Please forward SPEED CHECK literature and complete details.  
 I would be pleased to see your representative.

NAME

ADDRESS

CITY

STATE

# SPEED CHECK COMPANY, INC.

P. O. Box 6131, Station H  
ATLANTA 8, GEORGIA

# SPEED CHECK SOLVES WORK FLOW PROBLEMS in Leading North Carolina Plant

**MINICO**  
INC.  
CLEANERS & LAUNDERERS  
ASHEVILLE, N. C.

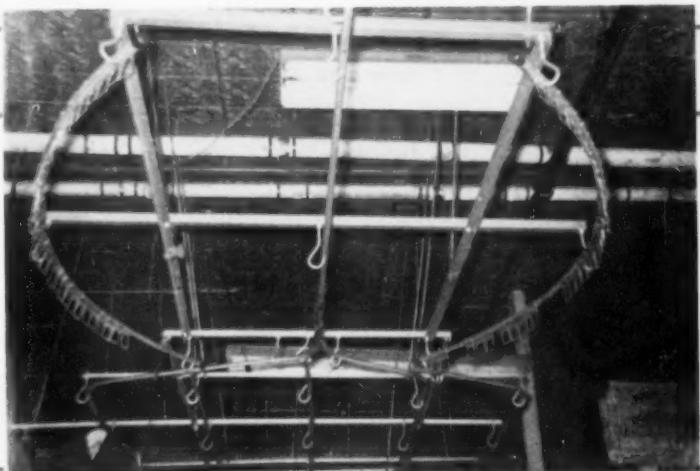
## AMAZED

AT THE

### Profitable Results

Obtained with  
the UNIQUE and  
OUTSTANDING

## SPEED CHECK WORK FLOW SYSTEM



FINAL ASSEMBLY OF 240 TO 300 PIECES PER HOUR PER OPERATOR  
IN THIS COMBINATION SPLIT-RAIL, SINGLE-RAIL INSTALLATION.

### WHAT SPEED CHECK Does for MINICO, It Can Do For You . . .

- Makes it much easier—and *faster*—to train employees.
- Speeds up Work Flow . . . Cuts production costs!
- Centralizes Inspection . . . Eliminates loss-motion!
- Greatly increases volume . . . Gives mass production!
- Keeps ALL claims down to a minimum!
- Prevents loss of belts, ornaments, buttons, shoulder pads. Every article MUST BE PUT BACK into the bundle and properly inspected before it can go out!
- Always gives the drivers their route work ON TIME! No wasted time looking for missing pieces, thus allowing more time to solicit new business. *Split deliveries are a thing of the past.*
- All bundles are assembled without reference to invoice or ticket.
- BETTER CUSTOMER SATISFACTION — MORE BUSINESS—HIGHER PROFITS!



**SPEED CHECK**  
TRADE MARK  
THE UNIT FLOW SYSTEM

### WRITE FOR CATALOG . . .

THE  
**SPEED CHECK** CO., INC.  
542 Courtland S. E. • Atlanta, Georgia  
HOME OF THE AIR-O-MATIC GARMENT BAGGER

## GADGETS and GIMMICKS

### Unusual Bait



Mouse traps perform a different task at Jackson Cleaners in Garden Grove, California. They have been transformed into inexpensive invoice holders.

Owner Allan Jackson (above) removed the metal bait holders and trip wires with pliers. The traps were then fastened to the metal backing of the assembly racks with sheet-metal screws.

### Poker Chips No Gamble Here



Individual incentive systems require some type of tallying and record keeping. Miller's Cleaners at Portchester, New York, has found a simple solution.

Ordinary poker chips have their centers drilled. Each finisher is given a supply of these in a different color. As the finishers complete a piece, they hook the appropriate number of chips on the hanger of that garment. For example, trousers are worth two chips. This is 7½ cents since each chip is worth 3¾ cents.

Of course the value of each piece

finished is rechecked by the inspector who also keeps the tally by individual finisher. Since each presser has a separate color the inspector can easily tell which person to credit.

As the chips are removed they are placed on a board which has long pegs that hold 100 chips each. The inspector keeps them separated by color. As the rack is filled, the chips are returned to the finishers for subsequent counting.

### Hook Eases Flow



The special hook shown above facilitates workflow and saves space. This variation of the banana-hook idea has been devised by Inges Sanitary Laundry at Portsmouth, Virginia. A round iron rod, 3/8-inch in diameter, has been bent off center to act as a garment carrier. The top of the rod, not shown, rides on a slick rail. The portion on which garments rest has been covered with press padding to prevent tears in material. Work moves from tumbler to spotter to finishers on these hooks, saving floor space.

### Bell on Shirt Unit

The shirt unit at Corn Bros., Nashville, Tennessee, is up in the front window, and is separated from its washing department by all the store call racks. To keep from cluttering the store and yet not interrupt production it was necessary to have some way of getting damp shirts out and finished shirts away.

A doorbell with the button mounted

on the side of the body press and the bell over the washroom was the answer. One ring on the bell brings out the washgirl with a fresh damp box. Two rings fetch the shirt checker to remove a lot of finished shirts.

Both girls have multiple duties. Thanks to the bell they need waste no time checking to see if the shirt girls are ready for them.

### Saturday Unit Heater



Since the only Saturday operation at Progress Laundry Co. of Chicago, Illinois, is marking, requiring two girls, its owner did not want to heat the entire floor.

Instead Carl Schmidt hooked a small unit heater into the steam line. When the girls come in, they flip an electric switch, turning on the heater which is directed toward their marking table. Thus they work in comfort and nothing is added to the heating bill.

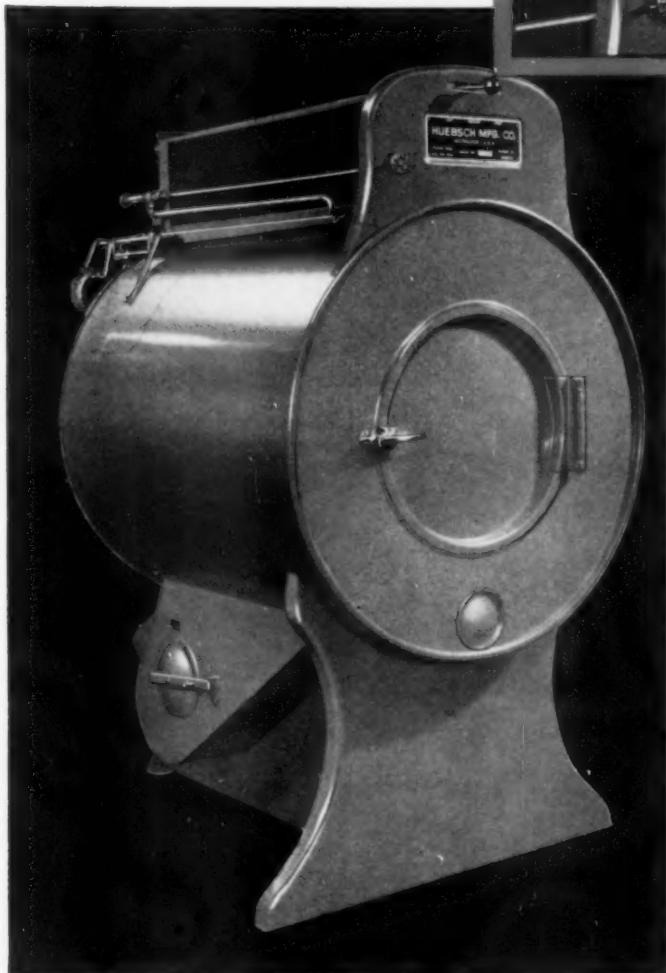
### Steel Strapping Aids Shirt Storage



Many plants today store shirts above the garment storage racks. Use of steel strapping normally used in shipping keeps the double rows of

# HUEBSCH gives you a new, easy-to-operate TEMPERATURE CONTROL

THE NEW, EASILY OPERATED  
TEMPERATURE CONTROL LEVER  
on steam-heated tumblers can be  
set from "all cold" to "all hot"—  
or any desired temperature stage in  
between—and setting will be  
accurately maintained!



*plus*  
ALL THESE  
OTHER ADVANTAGES

- Oversized parts, designed for added strength, longer wear. All parts accessible for easy servicing.
- Choice of four sizes: 36" x 18", 36" x 24", 36" x 30", 42" x 42". Choice of dry cleaning or laundry models. Choice of any color at no extra cost.
- Famous Huebsch open-end design assures fast and efficient loading and unloading.
- Low in original cost, economical to operate and maintain.
- Built by the world's largest maker of commercial drying tumblers. More than 100,000 now in use!

HUEBSCH MANUFACTURING COMPANY  
3775 N. HOLTON STREET • MILWAUKEE 1, WISCONSIN

# HUEBSCH OPEN-END TUMBLERS

shirts in alignment at Miller's Cleaners, Portchester, New York.

The strapping is merely extended the full length of the shelves, wrapped around the end supporting post of the suspension hangers. It is held together with steel strapping fasteners.

In addition to keeping the shelves neat, the strapping provides a surface against which the shirts can ride when uncalled-for packages are consolidated at one end of the rack. Plantowner Mit Miller plans to put aluminum runners on the wooden shelves themselves. Thus when order consolidation takes place there will be two bearing

surfaces to slide the package to one end of the racks.

The steel strapping is inexpensive, but adds to the general neatness and housekeeping in the plant.

#### Plant Closing Check List

As a result of staggered scheduling to permit the store to stay open late at Corn Bros., Nashville, Tennessee, different people have the responsibility of closing the plant for the night on different nights of the week. As a result, in one week the vault door,

safe door and rear window each was left open once, all on different nights.

This problem was overcome by designing a check list of all steps to be taken in properly closing the plant for the night. This was mimeographed on forms made up into small pads. The late-duty person takes the pad around and checks off each step as it is performed.

It might not be thought necessary to have these slips dated and signed, since it is always known who was on duty the previous night and therefore responsible for an error of omission. However, the formal act of signing a slip helps make a person mentally review what's been done. The signature is an open admission that the writer is completely responsible.

These slips are signed by Jack and Foster Corn just as religiously as by any employee. No errors of omission have occurred since they were put to use.

- Floor swept
- Boiler Closed Down
- Cleaning Room Fan Off
- Rear Window Closed
- Rear Door Closed
- Safe Locked
- Vault Locked
- Air Conditioner Off
- Front Door Locked

Signed \_\_\_\_\_

Date \_\_\_\_\_

**Old Fashioned Marking Tags**  
are just as outdated in  
a modern laundry plant  
as the **OLD GALVANIZED**  
**SCRUB BOARD!** 

*Today, you need* **PRE-MARKED**  
**STRIP-TAGS**

to multiply your profits by  
cutting marking & checking costs to 50%

**SAY "GOODBYE" TO:**

- Transposed Numbers
- Ink - Stains - Damage
- Garment Loss Claims
- Illegible Numbers
- Eye - Strain
- Messy Pads & Machines

Also remember **TOKEN-TAGS**

FOR SPECIAL - INSTRUCTIONS

**6 VIVID COLORS** one for each department

**20 -separate instructions**

Let Token-Tags do it right, the first time

**PRE-MARKED STRIP-TAG CO.**  
3232 INDIA ST., P. O. BOX 2430  
SAN DIEGO, CALIFORNIA

**10-BRIGHT COLORS!**  
Lot (unit) Numbers  
1 to 40 in each color.

**400 COLOR-NUMBER**  
**COMBINATIONS-**

**\$350** BOX (COLORS) **\$330** BOX (WHITE)  
1000 strips to the box -  
6 tags to the strip  
(numbered 001 to 1,000)

**For Best Results -**  
**use both tags**  
**together!**

Consult your  
distributor or  
write us direct!

#### Multi-Purpose Tumbler Base



Used press-machine crates were put to good use at Sparkle Cleaners of San Clemente, California. Owner Ed Ellison converted the boards into a shelf-platform for his spotting tumbler. The drier as originally constructed was too low for easy use by his spotter. The homemade platform solved that problem and also provided a convenient space to store bottles of spotting chemicals safely.



cleaned by you

## kept clean by International bags

They keep your dry cleaning jobs clean, well pressed . . . on the street, in the closet.

And they show that you take extra care, give extra service. But most of all, your selling message printed in bright colors on a well made International Bag is a walking, working ad for you.

Helps keep you established. Call your supplier today.



# contaminated charged solvent

means

*mediocre*

**NOT MAXIMUM  
CLEANING RESULTS !**

Can you keep your solvent water-white ?

Can you keep your solvent free of fatty acids,  
color and all impurities by the use of sweetener  
powders and activated carbon ?—by this method  
assuring maximum cleaning results always and at  
the same time not lose any of your costly charge soap ?

If you can't do this with your present charge soap  
you're neither doing justice to yourself nor your  
customers for the amount of money you are spending !

*Adco*

**INC., SEDALIA, MISSOURI, U. S. A.**

# maximum results assured with



## WATER - WHITE

# Triple-X Dri-Sheen

Top quality cleaning is impossible without full control of contamination in your solvent! For proof that by using Triple-X Dri-Sheen in conjunction with sweetener powders and activated carbon you can control the color and contamination of your solvent with no loss of soap, write, wire or call collect to Adco, Inc., Sedalia, Missouri... one of our 56 trained technicians will demonstrate wonderful Triple-X Dri-Sheen in your plant at no cost to you!

clip and  
mail this  
coupon!

Adco, INC., SEDALIA, MISSOURI  
Please Send Me \_\_\_\_\_ gallons of XXX Dri-Sheen  
NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_ STATE \_\_\_\_\_

Adco pays freight on 10 gallons or more

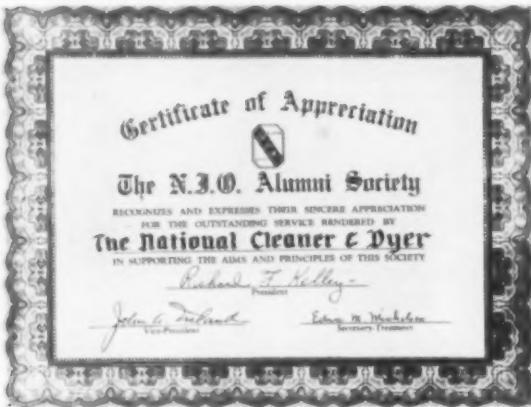
10 gal... \$4.05      30 gal... \$3.90      55 gal... \$3.85  
per gal.      per gal.      per gal.

Fully Guaranteed or Returnable to Adco

Manufacturing  
chemists since 1908

## EDITORIALS

### Thank You



It is with a great deal of pride that we reproduce this award certificate.

We thank the alumni members and officers for this unexpected tribute to The NATIONAL CLEANER & DYER. But we must confess that whatever good we have accomplished on their behalf had a selfish motive.

We sincerely believe that whatever is good for the National Institute of Drycleaning, its members and alumni is also good for the industry. And what is good for cleaners is good for us. One of the reasons drycleaning is so widely accepted in this country by the public is the Institute.

Our national "trade school" is unique in the annals of American business. Or any other country, for that matter. Presently drycleaning business papers in England are stumping for a similar undertaking in that country. They realize that lack of educational facilities to train cleaners in latest techniques is hurting their industry. Skilled, trained craftsmen are the backbone of any business.

The alumni members and we have one common goal: increasing consumer acceptance of drycleaning. A healthy, active association brings members together from all over the country. Their meetings become clearing houses of ideas that have been tried and proven by practical experience. We welcome the opportunity to further such a cause.

### Your Obligation

Once again the national political elections are upon us. For the forty-third time Americans have the opportunity to exercise the privilege of selecting an administration to represent their needs and desires.

The fact that we have this right, and have used it, has made our country the greatest on earth. It is truly government "by the people," the longest lived of any type in existence today.

Other great democracies have come and gone. History records, in unmistakable terms, that the power

of these countries waned *when apathy crept over their citizens*. They became complacent. Leadership, such as it was, fell into the hands of political bosses. Public interest and welfare were subordinated to personal gain.

Because we have the right to review the situation every four years we remain strong. In a few cases, lack of interest by the voters in the United States has allowed election of men with special interests. In each case, public opinion asserted itself, and brought about a change.

It is the solemn obligation of every citizen to vote. This, regardless of party affiliation. We are not advocating one party over the other. But if there is a maximum turnout at the polls, the country will be assured that the candidates elected are real representatives of the majority of citizens. They will not be the stooges of political bosses.

There is increasing interest in public relations and goodwill by our industry leaders. The elections offer an excellent opportunity for cleaners to perform a worthwhile public service. Urge your customers to get out and vote. Tell them through your newspaper ads, your radio programs or whatever media of advertising you use. Even the simplest bundle insert can help get across this important message. Do it on a nonpartisan basis, of course. Let the issues and the candidates take care of that task. This effort can well be one of the best insurance policies available to small business in this country.

Then, by all means, be sure to vote yourself.

### Washington Report

The administration has long recognized the many special problems confronting small business. Since this category includes cleaners, you will be interested in recent developments that should help you.

Last May President Eisenhower appointed a Cabinet Committee on Small Business. This group was assigned the task of investigating the many problems and offering solutions. Their recommendations will make up an important part of the work of the next session of Congress. Bills will be suggested to ease your tax burden.

For example, benefits of accelerated depreciation on equipment will be broadened. (See explanation of declining-balance method of depreciation in our March Guidebook.) Small corporations with, say, ten or fewer stockholders may be given the option of being taxed as if they were partnerships.

It will be recommended that the Small Business Administration be continued beyond its present expiration date in mid-1957. Banks will look favorably on small business loans with this assurance.

The Committee recommends simplified methods of reporting social security and income tax withholdings. The same holds for other reports required of small businesses by the government. These are but a few benefits drycleaners can expect during the next session.

**THE BIG  
LEADS  
IN CLEANING UNITS**

... company next set to Prosperity record breaking drycleaning industry. More will be added to use of synthetic solvents. Once again pioneer development of automation to the 10 years ahead. Many a big venture

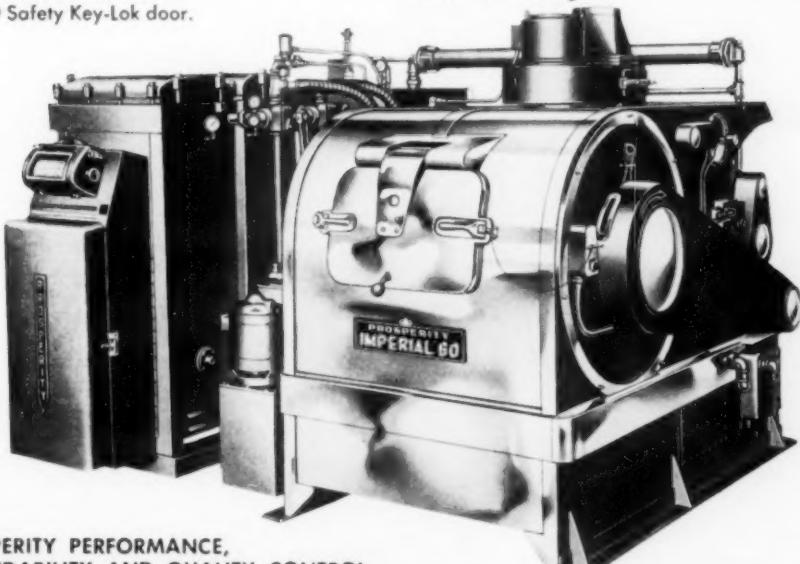
A QUALITY CLEANER . . . THE NAME THAT DISTINGUISHES A

# PROSPERITY IMPERIAL 60

**THE ONLY 36" X 36" 60-POUND LOAD, OPEN POCKET,  
REVERSING, FULLY AUTOMATIC, FULL RECOVERY  
SYNTHETIC CLEANING UNIT OF ITS TYPE IN THE WORLD.**

- Equipped with Prosperity's Formatrol®, top name in automatic cycle controls
- Variable solvent levels
- Straight solvent or charged soap
- Full-capacity still with Karbate condenser
- Filter sludge drier
- Two separate filter systems
- Double button trap
- Extractor interlock
- Safety Key-Lok door.

The Imperial-60 embodies many of the basic time-tested features of the famous line of Prosperity cleaning units. New developments contributing to economy and efficiency have been added. This machine is without a peer, in every function of operation, for dependable production of top quality cleaning . . . and delivery of garments perfectly conditioned for finishing.



**PROSPERITY PERFORMANCE,  
DEPENDABILITY AND QUALITY CONTROL  
COST NO MORE . . . WRITE FOR FULL INFORMATION**

® Registered Trade Mark of The PROSPERITY COMPANY, INC., SYRACUSE, N.Y.

**The PROSPERITY®**  
AUTOMATIC PRECISION PRODUCTION TOOLS for LAUNDRY,  
SYNTHETIC CLEANING PLANTS and GARMENT FINISHING

**Company Inc.** 

Main Office and Factory, Syracuse 1, N.Y. Sales, Service and Parts in Principal Cities

MODERN L-SHAPED plant has glass walls for office area. Roof extends over half width of drive. Walls to rear of office indicate processing area, behind which is additional parking space. Service-station warning hose across drive warns of customer's approach. Electric eye inside door signals customer entry to plant store.



## **Do-It-Yourself Creates Dream Plant**

**Three-year search turns up ideal location  
and know-how reduces installation costs**

By LOU BELLEW

THIRTEEN YEARS of drycleaning experience and natural mechanical aptitude were parlayed by Ed Ellison into the achievement of a long-felt desire. He is the owner of the newly created Sparkle Cleaners of San Clemente, California. It fulfills his dream of a seaside plant. In addition, the physical setup is his own brain child, put together with his own hands.

The owner's talents at pipework and layout saved him some \$3,500 on installation costs. The do-it-yourself approach meant a lot of back-breaking work on his part but enabled him to put additional money into better equipment. How it all came about provides a real inspiration story for other drycleaners.

Ed owned and operated a plant in Clairemont, California, for 10 years. This city is a considerable distance inland, away from the ocean so much loved by Ed and his family. Their

only opportunity to enjoy the seaside was on infrequent holidays and weekends. After due deliberation a momentous decision was reached. This was to sell the old business and secure a traveling job.

Under this arrangement living expenses would be met and it would afford the family time to seek an ideal location for home and business. Ed spent three years as an allied tradesman, representing a prominent Los Angeles firm in this industry. He served his customers well. Meanwhile he observed good plant practices among his trade, and watched for the right plant site.

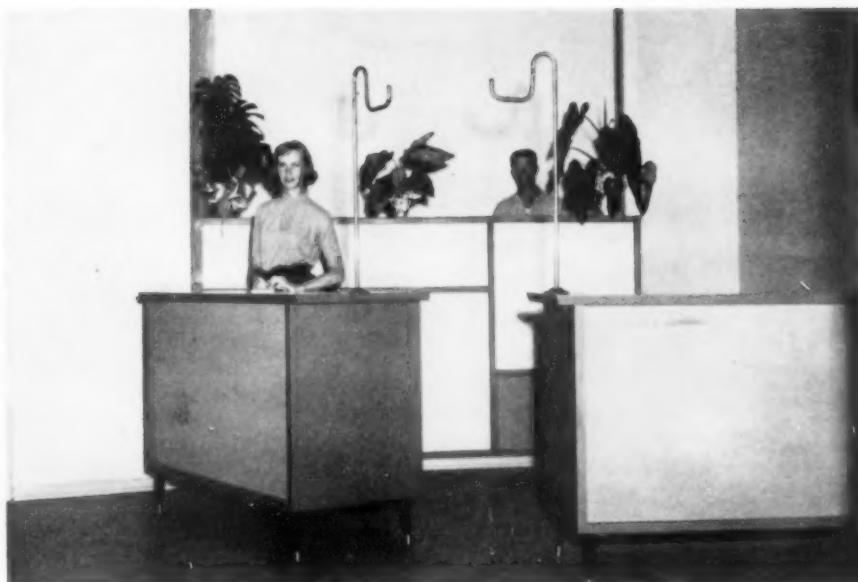
### **Planned in Advance**

The town of San Clemente finally provided that location. A new business center was under development right in the heart of town. The build-

ings in this shopping area covered a city block in length, half a block in width. Ed contracted for space. While construction was under way he had nine months to plan his new enterprise down to the last detail.

He used his spare time to formulate 10 different layouts before hitting upon what he felt was the right one. As soon as the building was completed, Ed was inside with his blueprints, marking the location for each piece of equipment on the floor with carpenter's crayon.

When a new piece of equipment would arrive, he uncrated it and moved it to its prescribed location. He worked completely without help. This, even when the synthetic cleaning machine arrived. The 2-ton unit was uncrated and placed in position singlehandedly. It was inched into position with only a crowbar for leverage.



CALL-OFFICE WALLS are off-gray shade. Counters are mounted on short ornamental legs, have pegboard sides painted gray-purple shade. Partition panels are various pastel shades, picking up colors of marblelike tile floor. Shown above are daughter Joan and plantowner Ed Ellison

With all the equipment in place, Ed next drew his piping arrangement on the floor in front of the equipment. This enabled him to mark the position of each fitting coming off the header to the individual pieces of equipment. With this pattern he made up each header, complete to the last detail, before hoisting it into position over the machines.

Once the header was in position overhead, a plumb-bob from the fitting on the header (and also from each inlet fitting on the machines to the floor) gave the measurement of pipe needed. It was necessary to consider pitch. This was done by wiring

the pipes overhead temporarily. Once properly positioned, the metal brackets were bolted into permanent position.

#### Owner Does It All

All this was done by Ed himself. The only outside work done was on the electrical wiring of the plant. Hand tools were used to cut and thread all the piping, which ranged from a quarter inch to 2 inches in diameter.

Slickrails were also installed, following a floor pattern. As the floor pattern took shape, the ceiling sup-

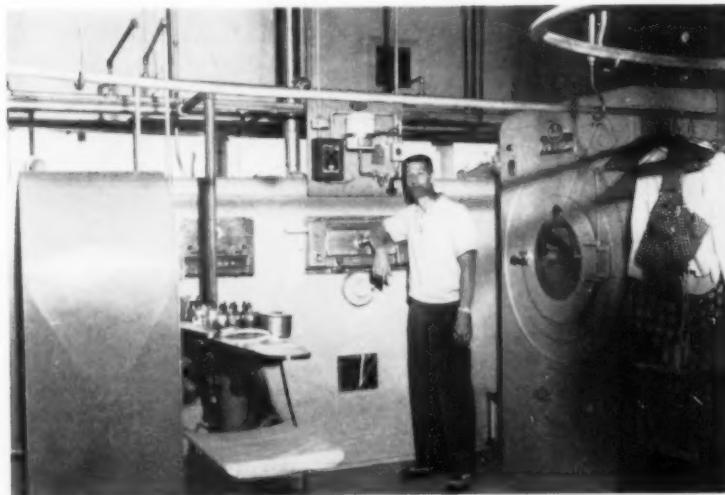
ports were accordingly placed. Since the plant roof slopes, it was necessary to make the slickrail supporting rods of different lengths. These lengths were determined by using two lengths of wood strips. One strip was the same length as the desired height of the slickrail, the other much longer.

The first piece was placed upright beneath the ceiling joist that would support it. The longer wood piece was then placed at the bottom of the ceiling joist and held vertically to touch the top end of the other piece. The point where they joined was marked on the longer stick. This determined the length of the supporting rod, for that particular point.

#### Good Ideas Adopted

Three years of plant visitations brought Ed into contact with all kinds of operations. Since he is gadget-minded, he picked up many good ideas which he incorporated into his own plant. He was quick to see the advantages of overhead piping, for example. He could foresee easier maintenance, in case of breakdowns. Furthermore, this arrangement allowed for greater flexibility should he ever desire to rearrange equipment. (And what plant doesn't do this at some time or other!)

Since Ed does the cleaning, spotting and wool finishing himself, it is small wonder he installed air-driven wool presses. Luckily, too. The first week in business a 55-gallon drum of solvent fell against his leg during unloading. Although painfully injured, he was able to operate the air-driven



CAREFUL PREPLANNING provided extremely good cleaning room setup. Owner Ed Ellison is but a step away from any operation. Machine controls are within arm's reach even while spotting garments. Except electrical work, every bit of this installation was done by owner himself

VIEW FROM OFFICE door shows town's main business center. Vacant lot in front of plant will soon be occupied by drive-in bank. This is expected to bring additional traffic and customers to this new plant



press. This would have been impossible for him had he installed a foot-operated press.

Here is another idea Ed incorporated. He has eliminated a 90-degree bend in the vacuum line at the press. This was done for greater efficiency of the vacuum line. In place of the 90-degree bend he used 2-inch conduit, formed in a quarter-circle. Also, on the lowest point of each vacuum line is a "T" fitting. The extra opening is covered with a 3-inch nipple, which is capped. Ed had run across plants plagued with water in the line. This idea permits quick removal of the condensate by removing the nipple cap.

In order to tell just how much solvent was held in his cleaning machine storage tanks, Ed installed sight glasses himself. He calibrated 5 gallons of solvent at a time into the tanks and marked the sight glasses. He can now tell at a glance just how much solvent is on hand in the unit.

The plant uses a spray sizing on all dresses that require it. This is done on the steam-air finisher. The owner claims it speeds up drying and also points out whether enough sizing has been applied or a portion missed.

#### Personal Attention to Quality

Quality plays an important part in Ed Ellison's concept of doing business. Draperies, for example, get special handling. After finishing, they are hung on a specially installed drapery rod, some 12 feet in length. They are placed on this rod just as they would be in the customer's home, draped carefully in a decorator's fold and loosely tied. When the customer calls for her draperies, they are in perfect condition for hanging, without wrinkles.

Mrs. Ellison performs the tasks of inspection, repairs and assembly. She also helps her daughter, Joan, wait on

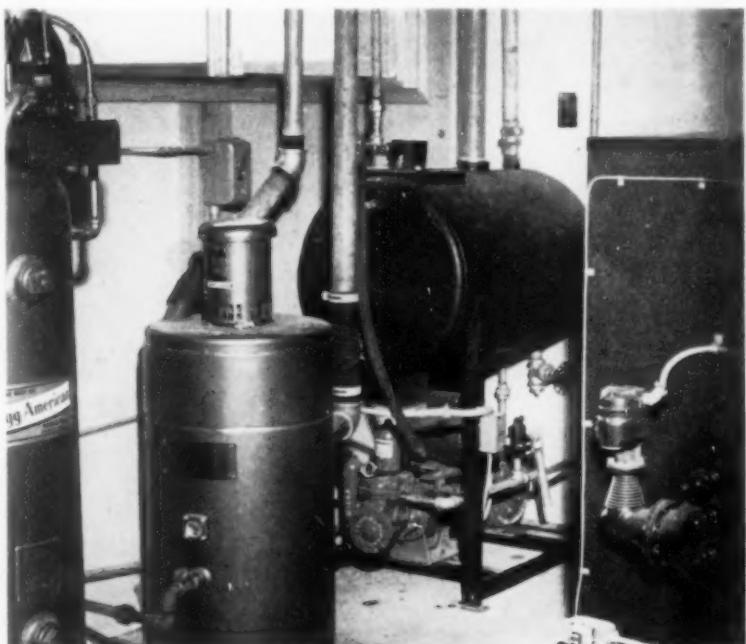
the counter trade. This family operation insures that the garments are given critical inspection and a generous amount of extra service. These extras are discreetly pointed out to the customers.

Small manila envelopes are used to return personal property found in garment pockets. No matter how trivial (even pennies), the article goes back to the customer, and this is highly appreciated. Handkerchiefs found are laundered, tied with a bright blue ribbon and returned with a note pointing up another "Sparkle" service.

The Ellisons have gone through the usual "test" period that all new plants are accorded. They were given the "one garment" routine while the

housewives had them on trial. Every conceivable type of soil was encountered the first several weeks. One old gentleman, picking up a delapidated suit that had been refurbished, burst out with, "My it looks so nice, I think I'll start wearing it again!" Increase in the size of orders in recent weeks indicates good customer acceptance of their service. The test period served a good purpose.

One thing is certain, the Ellisons have accomplished what they set out to do. They live in a friendly town of their choice. They are within five minutes of miles and miles of fine ocean beaches. Better yet, they have a going business that is set up exactly to their own specifications. # #



COMPACT BOILER ROOM setup at Sparkle Cleaners is example of efficiency. Upright compressor saves space. Professional piping job, done by owner, is evident in this picture



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People tell us why when they write saying first, "I am moving. Who is the Sanitone cleaner in my new home town?" Then follows the story of why they have learned to depend upon the Sanitone licensee.

This was no accident! It took the combination of over 20 years of continuous national advertising backed by the quality of workmanship furnished day after day by Sanitone licensees everywhere, to bring it about.

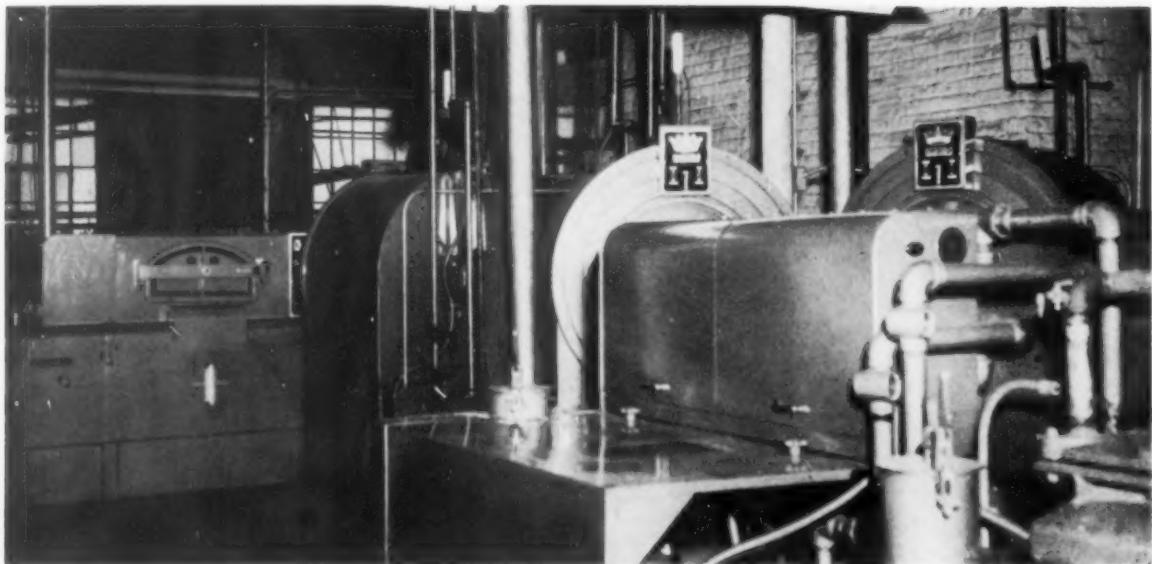
Actually the Sanitone Program, now in its 25th year, was planned to satisfy the demands of women who want better dry cleaning. This is accomplished by making available to selected dry cleaners, 1) a process whose superiority can be demonstrated, 2) an engineering service to promote the most effective use of all "Sanitone Tools", and 3) the most complete, most consistent, and by far the largest advertising program to help sell such a service in that cleaner's local market.

Now women know, wherever they are, in the United States, or Canada, in Trinidad, Jamaica, Nassau, South America, Hawaii, or even as far away as New Zealand, they can get the dry cleaning they prefer when they insist upon Sanitone Service.

If you would like to display this "Mark of Distinction" on your establishment, write for more details.



A Division of Emery Industries, Inc. • Carew Tower, Cincinnati 2, Ohio



CLEANING DEPARTMENT in rear of plant is set up to handle 500 pounds an hour. Two cleaning units with deodorizers are geared to output of finishing department.

## How Laundry Route Salesmen Boost Drycleaning

Better training of personnel helps laundry and drycleaning volume

By HARRY YEATES

TRAINING LAUNDRY ROUTE SALESMEN to promote the services of a new drycleaning plant has resulted in a 6 to 8 percent increase in family laundry bundles at the Modern, Lewis and Normal Laundries, Chicago, Illinois. And by concentrating on the potential business from the laundry routes, volume in the drycleaning plant during the first 10 months of operation has reached \$8,000 per week.

Before plantowner David L. Green with his sons Melvin and Mandel opened a separate unit, the drycleaning volume from their three laundry plants was averaging \$1,500 to \$1,800 per week. Two of the laundries had their own equipment and one of the laundry plants farmed the work out.

The initial problem was to maintain

the family laundry bundle and increase drycleaning volume off the routes at the same time. Therefore, these plantowners started a training program concerning the drycleaning business and showed their 60 route salesmen how the new plant could be an additional selling point when they were soliciting laundry business.

### Training in Textiles, Techniques

Two months before the plant was officially opened all laundry routemen were given once a week an indoctrination course in the various textiles and cleaning processes in the drycleaning industry. This basic program was planned so that the route salesmen would be able to know the different types of garments they would be

encountering when soliciting new drycleaning business from their laundry routes. It would also acquaint them with terminology in the drycleaning field and familiarize them with cleaning and finishing techniques.

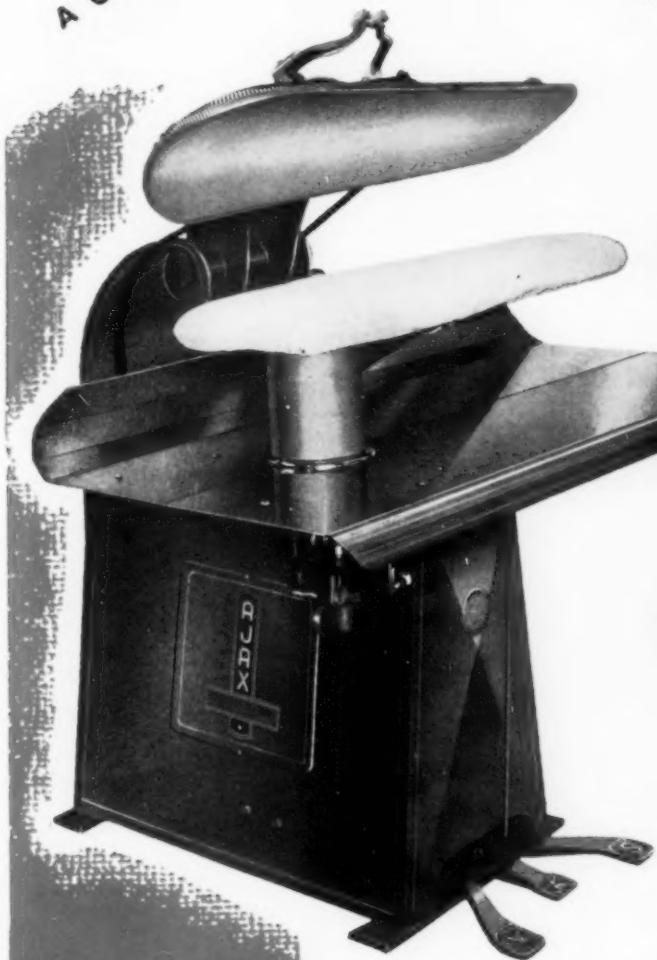
After the plant was opened small groups of routemen were taken on a tour and every facet of the drycleaning operation—from marking to finishing—was explained to them. Then the plantowners set up a written quiz to see what the routemen had absorbed. Results to date have been most encouraging in adjusting the laundry route salesman to the drycleaning customer. The younger men have been doing a better job of developing new business off their routes while selling the family bundle.

*Continued on page 44*

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for operation  
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MACHINE CORP.

SALT LAKE CITY, UTAH

*Continued from page 42*

During the course of instruction the routemen were taught to realize that there was just as much new business to be promoted by selling the cleaning of one single dress at \$1.40 as there was in selling a 20-pound laundry bundle for \$1.

In October 1954 the plantowners converted a former laundry into the drycleaning plant. The building, measuring 50 by 125 feet, was completely remodeled inside and out before opening for business. This included a new front on the building, new flooring throughout, disposal of all the old equipment and installation of a new electrical system. Construction costs including the purchase of new equipment totaled approximately \$125,000.

According to Mandel Green, management was able to maintain closer control over the entire operation by combining all the drycleaning sidelines under one roof.

Equipment in the plant includes two synthetic cleaning machines, capable of handling from 500 to 600 pounds an hour, four wool finishing units, three silk finishing units and three hand finishing units. The staff includes 10 pressers, three spotters, two inspectors, three in the mending department, three in the assembly and bagging department.

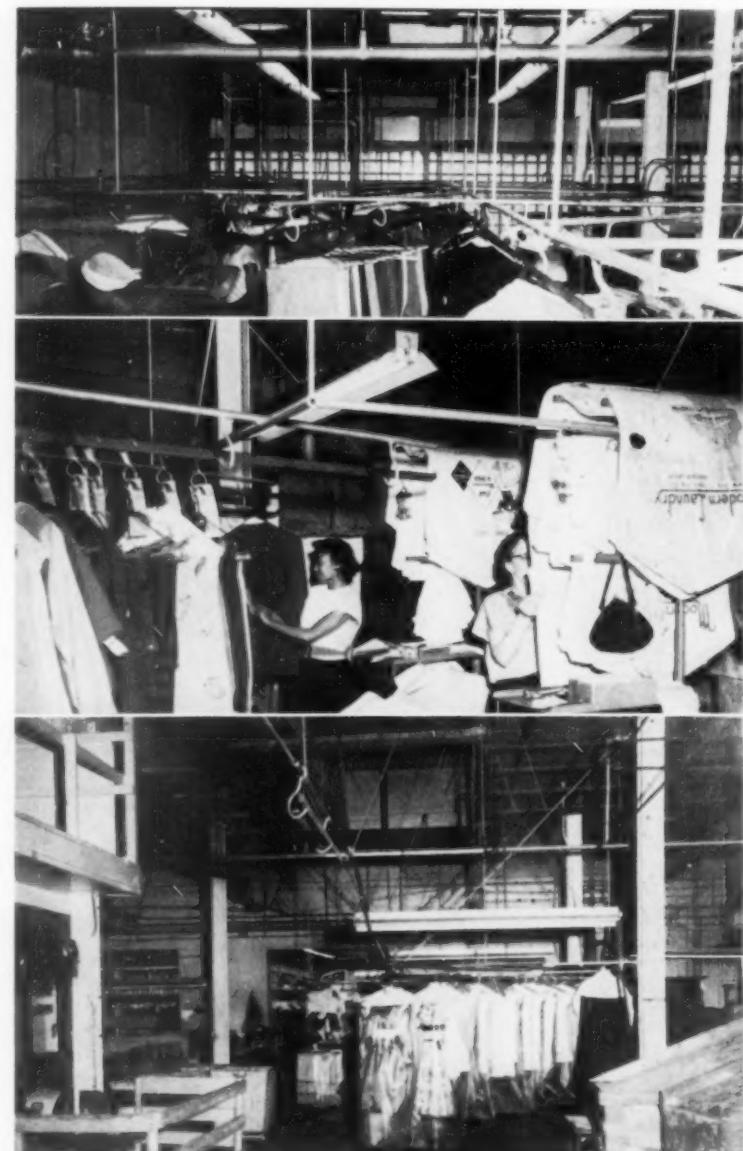
The plant system of monorails covers about 3,000 feet of space throughout the building. An improved speed-rail system, faster cleaning equipment and the right layout have all contributed in making the spotting and cleaning costs total a little under 2 percent of the total volume for labor in the plant.

#### Quality Kept Up

Operating the cleaning department with the new machinery has helped the plant produce more garments and yet maintain the quality it wanted from the beginning. Capacity of the finishing department was built in four months; then the problem was to hold it by producing a quality garment and giving the customer more for her money. Capacity of the cleaning room is now equal to the capacity of the finishing units.

The plant produces approximately 400 pounds an hour with the two machines per day. At this rate of growth from new business, according to the plantowners, they can, therefore, control the rate of volume in the plant.

All garments coming from the three laundries are handled as one group and treated as such until they are processed at one of the three bagging stations. This depends on which laun-



**Top:** GARMENTS ARE FED to each finishing unit. Through-the-unit concept saves steps, speeds work. Rail at right expresses finished work directly to inspection and assembly

**Center:** BAGGING DEPARTMENT is set up to handle garments for the three laundries. Garments are bagged and routed to separate slickrails for each plant. Still another rail is used for call-office work at Empire Cleaners

**Bottom:** SLICKRAIL SYSTEM extends out to truck area, affords faster delivery of completed work out of plant. Plastic bags are used extensively on higher-priced garments

dry plant the garment is to be returned to. The monorail system starts in the cleaning room and all garments are hung on hangers after they have been cleaned. There is no handling of the garment from the time it leaves the cleaning department until it is ready for assembly.

Each operator completes a garment in the finishing department. This

saves production time and maintains a high workflow throughout the plant.

One girl shuttles the completed work from the final assembly area to the bagging department where the completed work is bagged for delivery to the individual plant. The monorail system extends into the trucks and makes it easier to move more work out of the plant in less time. # #

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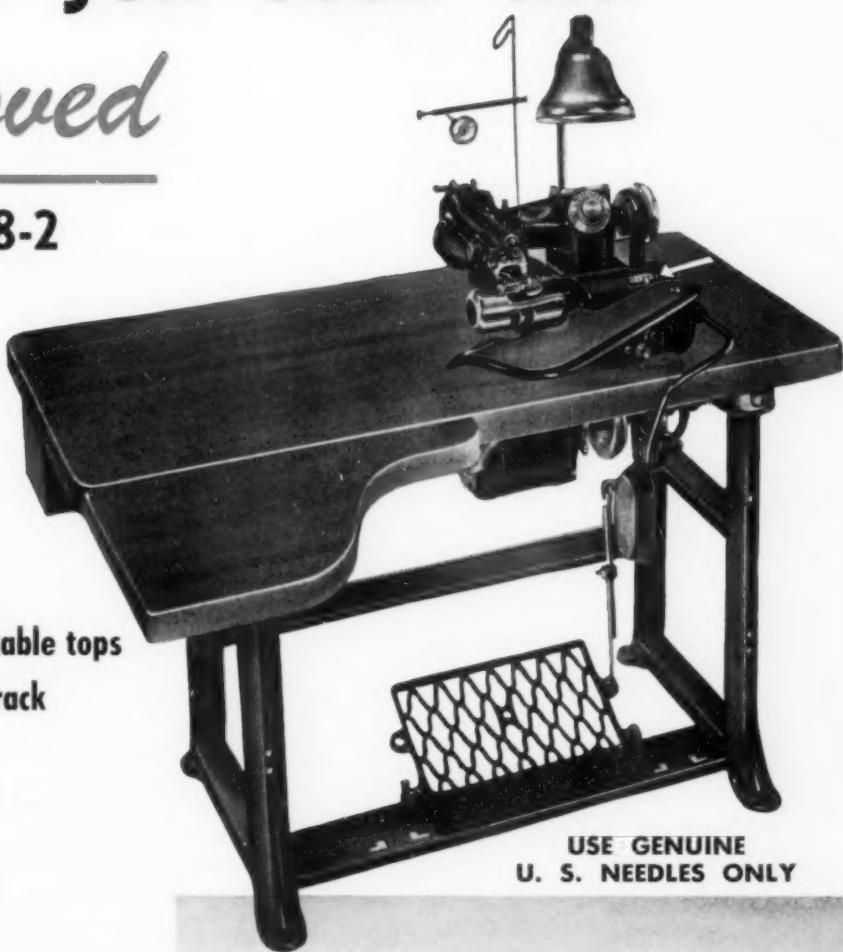
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# Street's Extractor-Rinse\* Process

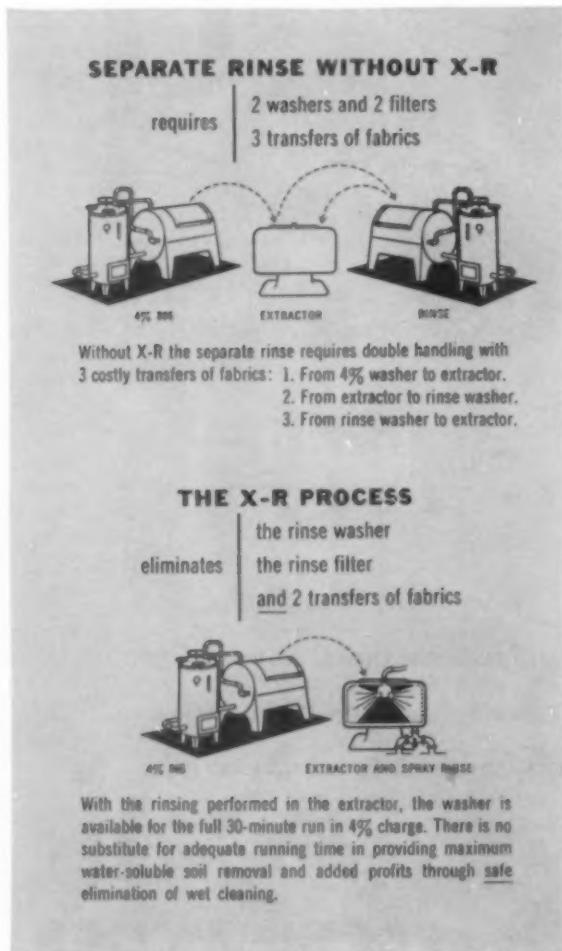
PROVIDES ALL THE ADVANTAGES OF THE 2-BATH METHOD

- without reserving an extra washer for the rinse—
- without increasing the handling of the cleaned garments—
- without replacement of conventional petroleum equipment—

BY PAUL WARREN

\*PATENTS

The following patents pertaining to the X-R have been assigned to R.R. Street & Co. Inc.: U.S. Patent No. 2,889,971; Canadian Patents No. 830,041 and No. 830,042. Other patents pending.



THE EXTRACTOR-RINSE, following the MYCEL process with 4% 886 and CONDUCTIVITY CONTROL, offers a short-cut to greatly increased profits to plantowners operating conventional petroleum equipment with separate washers and extractors.

Since STREET's announced the development of the EXTRACTOR-RINSE in the December 1952 issue of *National Cleaner & Dyer*, hundreds of America's leading plants have benefited from the added profits it has afforded.

Prior to STREET's invention, the plantowner operating conventional petroleum equipment found it necessary to reserve one washer for the 4% charge and another washer for the separate rinse solvent in order to enjoy the benefits from the 2-Bath method.

That set-up required three transfers of the garments before drying: from 4% charge to extractor, then to rinse washer, and then back to extractor. Obviously, few plants could afford to tie up a washer for rinsing only, and few could afford the additional labor for two extra transfers of garments.

The EXTRACTOR-RINSE (X-R) eliminates the need for a separate rinse washer, and it eliminates extra handling or transfer of garments. The single transfer from washer to extractor, as practiced in conventional petroleum cleaning, is all that is required.

## SIMPLE PROCEDURE WITH X-R

The procedure for cleaning with the EXTRACTOR-RINSE is almost identical to that used with any conventional petroleum equipment:

1. The garments are cleaned immaculately while using the MYCEL process with 4% 886 and CONDUCTIVITY CONTROL.

2. They are then transferred as usual to the extractor and the extractings are returned for repeated use to the tank reserved for 4% charge.
3. Then, without stopping the extractor, purified rinse solvent is sprayed throughout the garments in the extractor. During the spray rinse the extractings are diverted to another tank reserved for rinse solvent. Following the spray rinse, the garments are left in the extractor for the conventional extracting period prior to drying.

Compared with an ordinary no-rinse charged system of cleaning, the X-R requires no more time or labor for cleaning, no more transfer of garments from one piece of equipment to another, and requires only a few minutes more time allotted to extracting. The few additional minutes required for spray rinsing and extracting pay big by virtue of removing the excess of non-volatile impurities which build up in the charged solvent and which, when not removed from garments before drying, impair whiteness retention, dull colors, impart objectionable odors to garments, prolong necessary tumbling time, cause swales in heavily sized fabrics and form rings in spotting.

Continuous distillation of a separate rinse bath costs a mere fraction of occasional distillation of the charged solvent, and is infinitely more effective.

## VERY LOW COST X-R INSTALLATION

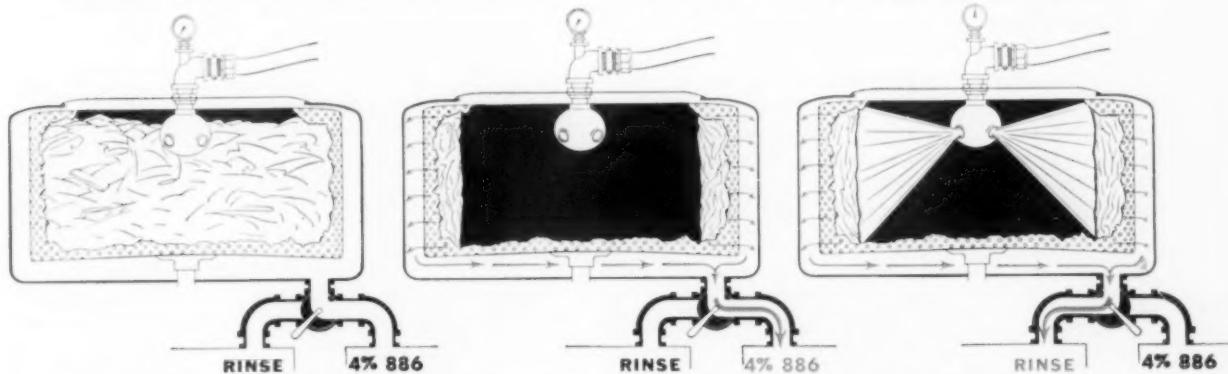
Your old equipment may be converted to provide all of the advantages of the 2-Bath method at a surprisingly low cost.

In addition to the equipment already employed in your old no-rinse charged system, only the following items are required:

1. Specially designed spray unit for installation on inside of extractor cover. Supplied on loan without charge by STREET'S, complete with pressure gauge and siphon breaker.
2. Two-port valve for installation at outlet of extractor to separate 4% extractings from rinse extractings. One outlet is piped to a tank reserved for the 4% charge. The other outlet is piped to another tank reserved for purified rinse solvent. STREET'S has made arrangements with the manufacturer to supply the two-port valve direct or through jobbers at reasonable cost.
3. Pump. For pumping purified solvent from rinse tank through spray unit in extractor.

This leaves only the piping, fittings and labor to complete the total cost. Even where the most elaborate installation possible is made, with no regard for econ-

## EXTRACTING, RECOVERING AND RINSING THE 4% CHARGE WITH STREET'S X-R PROCESS



The above drawing shows a 30-inch extractor equipped with Street's specially designed spray cluster installed under the lid, and with a two-port valve at the drain line. Note that one outlet from the two-port valve leads to a tank reserved for the 4% 886, while the other outlet leads to another tank reserved for purified rinse solvent.

The drawing shows the stationary extractor loaded with loose garments which are saturated with charged solvent after having been immaculately cleaned in the washer during a 30-minute run in 4% 886 with Conductivity Control.

Here the extractor has been brought up to speed.

Note that the centrifugal force has compressed the garments into a wall which occupies a space of only approximately 4 inches within the extractor basket.

The small arrows show the extracted 4% charge going out of the sides of the basket.

The two-port valve has been set to lead to the tank reserved for 4% 886, and the large arrows show how the extracted 4% solution is recovered for repeated use.

This drawing shows that the two-port valve has been reversed so that it now leads to the tank reserved for purified rinse solvent.

The pump is now delivering rinse solvent through Street's specially designed spray cluster.

Note the fan-shaped spray of solvent which covers the entire depth of the wall of garments. This ensures thorough and uniform rinsing.

The small arrows show the rinse solvent going through the garments and out the side of the basket. The large arrows show how the rinse solvent is recovered without interchange with the charge.

omy, the total cost for converting a petroleum extractor to X-R is infinitesimal when compared to the cost of new equipment designed for 2-Bath at the factory.

### PROOF THAT THE X-R WORKS

As this October 1956 issue of *National Cleaner & Dyer* goes to press, 1,419 enthusiastic users of STREET'S EXTRACTOR-RINSE PROCESS are monumental evidence of its commercial practicability. Many of these plant-owners made their installations back in the fall of 1952 or early 1953, and have watched their sales and profits increase from the benefits derived during the ensuing years.

Chagrined by the success of the X-R, a few allied tradesmen have attempted to retard progress by cautioning the trade about imaginary objections to the X-R which long experience has disproved. For example, one manufacturer released literature which stated that the dirt rinsed by the X-R would be caught by the garments near the outer edge of the basket. What dirt? Every trace of insoluble dirt has been removed by the 30-minute run on filter circulation in the 4% charge. The purified rinse solvent is introduced during extraction for the sole purpose of diluting the soluble, non-volatile matter left in the fabrics by the 4% charge. The X-R simply cannot help but be an improvement over the conventional no-rinse charged system. In both methods the insoluble dirt is removed by the charged system filter. With the no-rinse charge method the fabrics are removed from the extractor for drying while contaminated with non-volatile, oily impurities. The X-R is a short and simple added step which removes the excess oily matter right in the extractor.

Another manufacturer attempted to belittle the X-R by insisting that it did not actually remove the non-volatile matter from the garments. Alert users of X-R had a ready answer for that propaganda by merely titrating the rinse solvent for detergent with the S.S. TEST KIT. The build-up of detergent in the rinse solvent offers indisputable evidence that the spray rinse flushes out the oily matter right in the extractor.

Another competitor, as a last resort, tried to convince the trade that the X-R failed to distribute the rinse solvent evenly throughout the load. To prove his contention he would place a pre-dried load in the extractor, and after introducing the rinse solvent through STREET'S spray cluster, show that some portions of the load were still dry, while other portions were saturated with solvent. Of course, any textile chemist who understood the principle of interfacial tension, capillary attraction and the force of gravity would laugh off the idea of conducting this test with *dry* garments, as the distribution of rinse solvent would naturally be quite different than when the garments enter the extractor saturated with solvent.

The scientist knows that when a portion of a dry

garment is saturated with solvent, the liquid is distributed to a larger area of the fabric by capillary attraction. But when pre-dried garments are centrifuged at high speed, the capillary force is counteracted by centrifugal force, and the rinse solvent sprayed into the extractor is pulled through channels of least resistance due to the highly compressed state of the fabrics. This forms a pattern for the rest of the rinse solvent to follow, and a complete wetting out of the fabrics may not



#### S.S. TEST KIT PROVES REMOVAL OF NON-VOLATILE MATTER BY X-R

Any plant owner can prove to his own satisfaction that the X-R works efficiently by using the same S.S. Test Kit for testing the rinse solvent as is used for testing the 4% charge. The S.S. Test Kit will disclose a build up of B66 in the rinse solvent which the X-R spray rinse has removed from the fabrics. Nothing could be more convincing than the results of the operator's own tests.

be obtained. In the X-R process no consideration need be given to the counteraction of capillary attraction by centrifugal force because the garments are saturated with solvent when they enter the extractor, and in this condition the rinse solvent is distributed rapidly and uniformly throughout the load. The rinse solvent mixes readily with the charged solvent in the garments without the aid of capillary attraction. Commercial use confirms the scientist's knowledge. No user of X-R has ever found oily spots as a result of uneven rinsing for the simple reason that no user of X-R was ever so foolish as to dry the garments between the extracting of the 4% and spray rinsing.

Separate chapters will follow which describe tests proving that (a) the X-R spray method removes non-volatile matter in amounts comparable to that removed when garments are immersed in solvent, and (b) that

the X-R disperses the rinse solvent evenly throughout each garment in the load.

### SPRAY VS. IMMERSION RINSING

Practical plantowners who have used STREET's X-R for four or more years are still enthusiastic about the benefits received from their small investment, and they are convinced beyond all doubt that the X-R performs just as intended in removing excess non-volatile impurities from garments having been cleaned in a charged system.

Other plantowners who have not enjoyed firsthand experience assume that the non-volatile matter may be better rinsed by immersing the garments in washer solvent rather than by spraying with solvent in the extractor.

This assumption is wrong, and we shall describe a very accurate test which proves conclusively that when rinse solvent is introduced through STREET's spray cluster at the rate of  $\frac{1}{4}$  gallon per pound of garments (*the minimum rate recommended by Street's*), the X-R removes 97.5% as much non-volatile matter as the immersion method. Even when the recommended minimum is ignored, and the rate of spraying reduced to  $\frac{1}{4}$  gallon per pound of garments, the X-R still removes 89% as much.

Before describing this accurate and interesting test, it should be clearly understood that regardless of what method of rinsing is employed it is never the intent to remove every last trace of oily matter from the fabrics. The objective is to rinse out the excess non-volatile matter remaining after charged system cleaning, so as to avoid swales, odor, spotting rings, dull colors and poor whiteness retention. A judicious amount of non-volatile matter in the rinse bath is not objectionable because it overcomes the problem of sticking zippers.

It should be also clearly understood that the amount of residue remaining in garments after rinsing is more

dependent on the rate of distillation of the rinse bath than on whether the rinsing is performed by spraying in the extractor or by immersion in the washer.

FIGURE 1 (*in column at left*) reveals that the amount of non-volatile matter removed from fabrics by X-R spray rinsing is substantially the same as the amount removed by immersion rinsing.

The accurate data shown under Operations 1, 2 & 3 in FIGURE I resulted from scientific comparative tests conducted as follows:

#### OPERATION NO. 1

STEP 1—A standard 30x48 washer was filled with petroleum solvent charged with 4.85% of FORMULA 886. (4.85% was used instead of the recommended 4% so as to represent a near maximum concentration found in commercial use.)

STEP 2—The washer was loaded with 50 pounds of garments which had been previously cleaned, rinsed and dried. Then the garments were run on filter circulation in the charged bath.

STEP 3—The garments were transferred for extracting and the charged extractants were returned to the charged bath for repeated use.

STEP 4—Freshly distilled solvent containing no non-volatile matter was then pumped from rinse tank through spray cluster in extractor at rate of  $\frac{1}{4}$  gallon per pound of fabrics, and the rinse extractants were returned to the rinse solvent tank for repeated use.

These four steps were repeated for a series of five loads, using the original rinse solvent for all five, without purifying the rinse solvent, and maintaining the original 4.85% 886 in the charge. To ensure accurate comparisons, the same garments were used for all five loads, and all extracting periods were very carefully timed. A test of rinse solvent conducted with S.S. TEST KIT after the first load disclosed that the 886 removed from the garments and dissolved in the rinse solvent amounted to 0.07% by volume of rinse bath. This increased to 0.14% after the second load, to 0.22% after the third, to 0.30% after the fourth, and to 0.37% after the fifth.

OPERATION NO. 2—All four steps of Operation No. 2 were the same as for Operation No. 1 except that in Step 4 the rate of flow of rinse solvent through spray cluster in extractor was increased from  $\frac{1}{4}$  gallon per pound of garments to  $\frac{1}{2}$  gallon per pound. Operation No. 2 was continued for a series of five loads in the same manner as Operation No. 1. The tests of rinse solvent with S.S. TEST KIT disclosed greater non-volatile matter than with Operation No. 1. Here 0.08% by volume appeared after the first load, and the rinse solvent continued to build up to 0.16% after the second, to 0.24% after the third, to 0.32% after the fourth, and to 0.40% after the fifth.

OPERATION NO. 3—The first three steps in Operation No. 3 were identical to the first three steps in Opera-

FIGURE I PERCENT 886 IN RINSE SOLVENT

	Operation No. 1 X-R Method 1/4 gal. per lb.	Operation No. 2 X-R Method 1/2 gal. per lb.	Operation No. 3 Immersion Method Separate Washer
Load 1	0.07%	0.08%	0.08%
Load 2	0.14%	0.16%	0.17%
Load 3	0.22%	0.24%	0.25%
Load 4	0.30%	0.32%	0.34%
Load 5	0.37%*	0.40%**	0.41%

\* Equals 89% as much as Operation No. 3

\*\* Equals 97.5% as much as Operation No. 3

tions No. 1 and No. 2. For Step 4 a separate 30x48 washer was filled with freshly distilled petroleum solvent containing no non-volatile matter. The total gallons of rinse solvent used in Operation No. 3 was identical to that used in Operations No. 1 and No. 2. Then following Step 3, the garments were transferred for immersion in the rinse solvent, then extracted, and the rinse extractings returned to the rinse washer for repeated use. Again, the 4.85% concentration of 886 was maintained throughout the cleaning of five loads, and the rinse solvent was permitted to build up without purification. The removal of non-volatile matter by this immersion method was somewhat higher than that of the X-R spray method when rinse solvent was introduced at rate of  $\frac{1}{4}$  gallon per pound, but for all practical purposes it was substantially the same as the X-R method when using  $\frac{3}{8}$  gallon per pound. The final buildup of X-R Operation No. 1 was 89% of that of Immersion Operation No. 3, but the efficiency of X-R Operation No. 2 raised the non-volatile removal from fabrics to within 97.5% of Immersion Operation No. 3.

These comparisons of spray rinsing and immersion rinsing were conducted under the most exacting conditions and proved the efficiency of STREET's X-R process when used as directed. FIGURE II (in column at right) will aid in making a hasty review of the comparative tests described in Operations 1, 2 & 3.

#### MOTHPROOFING TEST PROVES UNIFORM DISTRIBUTION OF SOLVENT BY STREET'S X-R SPRAY CLUSTER

The photographs shown below are of four wool swatches which were used in a scientifically controlled test to show the protection of a mothproofing solution applied through the X-R spray cluster as compared with the moth protection of the same solution by the immersion method.

Wool swatch No. 1 was immersed in a 1% solution of *Fumol*.

Wool swatch No. 2 was placed on the *outside* of a load in a 30" extractor equipped for X-R.

Wool swatch No. 3 was placed on the *inside* of the same load in the same extractor.

Wool swatch No. 4 was not treated with mothproofing.

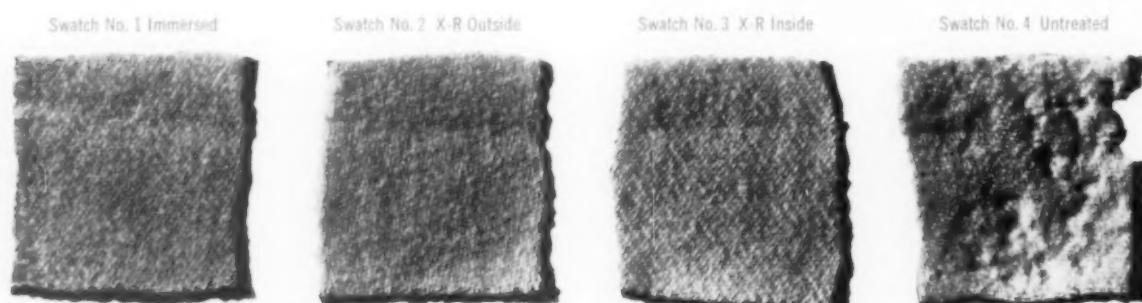
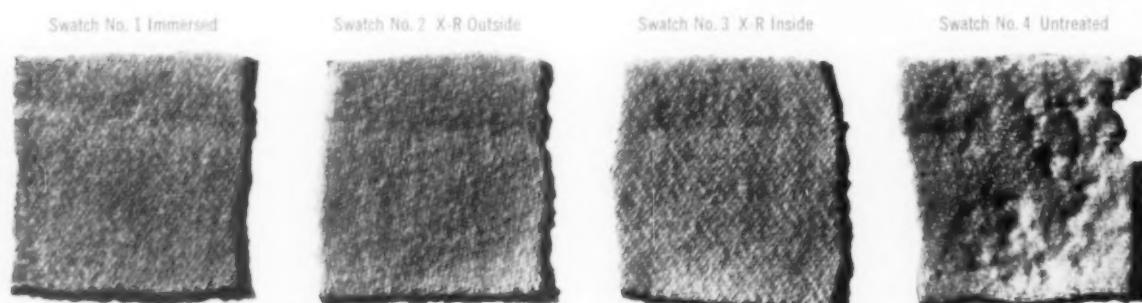


FIGURE II

The plotted data in above graph (taken from Figure I) shows that when the recommended  $\frac{1}{4}$  gallon per pound is pumped through the X-R spray cluster, the removal of non-volatile matter is substantially the same as the amount removed by immersion rinsing. For this reason, only one solid line was drawn through both sets of data points.

After a load of garments had been cleaned in a 4% charge of 886 with CONDUCTIVITY CONTROL, the garments were transferred to a 30" extractor equipped for X-R. Swatch No. 2 was placed at the outside of the load, while Swatch No. 3 was placed at the inside. Following the prescribed spray rinse, a 1% solution of *Fumol* was pumped at the rate of 23 gpm through the X-R spray cluster for one minute. The pump was then stopped and extraction continued for an additional  $1\frac{1}{2}$  minutes, following which the load and the swatches were tumbled.

Then all three treated swatches, as well as the untreated swatch, were exposed to 10 live larvae each for 28 days. After the 28 days of exposure to live larvae



analysis disclosed that each of the three treated swatches had less than 5 milligrams of excrement which is well within the limits of safety. With the untreated swatch there were 42 milligrams of excrement and the severe damage is clearly shown in the photo.

The analyst's report states: "All 3 samples showed no damage after the 28 day exposure. Garments treated in the same way as these pieces should give good resistance to moth damage."

Inasmuch as the swatches sprayed in the extractor provide substantially the same moth protection as the swatch treated by the immersion method, and inasmuch as the swatch on the outside of the basket provides substantially the same protection as the swatch on the inside of the basket, this test gives conclusive evidence of the uniformity with which the spray cluster distributes the solvent throughout the fabrics in the extractor.

It must be obvious to all that if the solvent-soluble mothproofing agent is sprayed uniformly throughout the extractor load, it follows that the rinse solvent in the 2-Bath method is sprayed evenly and provides a uniform dilution of the 4% solution.

#### LONGER CLEANING CYCLE PROVIDES GREATER WATER-SOLUBLE SOIL REMOVAL

Recent developments have confirmed what you have long suspected. Namely, that a longer running time in the charged solution results in surprisingly higher water-soluble soil removal.

It has long been recognized that a longer cleaning cycle with more mechanical action gives higher reflectometer readings with swatches soiled with carbon black or other insoluble soil.

However, it was not until a much later date that convincing evidence was released by a neutral authority which confirmed the belief that longer cleaning cycles and additional mechanical action were equally instrumental in the removal of food, perspiration and other water-soluble soil.

Regardless of the type of solvent used, and regardless of the efficiency of the formula used in the charged system, a 30-minute run in the filtered charge will produce far greater water-soluble soil removal than a 15-minute run in the same charge. Yes, even greater than a 20 to 25-minute run. The longer exposure to the charge removes food and perspiration stains not removable in a shorter time of exposure.

When rinsing is performed in the extractor it is practical and economical to allot more time for cleaning in the charged system, as the washer is used only for cleaning and not for extracting and rinsing. The longer exposure to the charge, and the added mechanical action, results in the near-elimination of wetcleaning which pays big dividends in the reduction of productive labor costs. The EXTRACTOR-RINSE process is of especial interest to those who fully recognize the benefits

from a longer cleaning cycle in the charged solution, as it relieves the washer from all rinsing or extracting operations and permits a full 30-minute run in charged solution with an exceptionally low ratio of investment in machinery to pounds of fabrics cleaned.

The X-R process utilizes your separate extractor for (1) extracting after soaping; (2) rinsing; and (3) extracting after rinsing. Relieved of these three operations your washer may be utilized for a full 30-minute run on 4% charge for maximum water-soluble spot removal. There is no substitute for running time.

#### PERFECTION THROUGH COSTLY RESEARCH

From the first experiments in introducing solvent into the extractor in a variety of ways and with varying equipment, on through a lengthy development period culminating in a scientifically arranged cluster of spray jets recessed in a precision engineered casting for protection of fabrics and designed to thoroughly saturate the entire load in the minimum time and with the minimum amount of solvent, STREET's authorized liberal expenditures for engineering and materials to thoroughly explore the possibilities of this project.

Reaching the present stage of development required considerably more work than one might anticipate. Among the many items for consideration were the following:

1. Volume of rinse solvent permitted without overloading extractor motor.
2. Distribution of rinse solvent so as to avoid unbalancing of extractor.
3. Speed and time of extracting to provide maximum recovery of the 4% charge without wrinkling.
4. Speed and time of extracting to provide maximum recovery of rinse solvent without incurring excessive total time.
5. Methods for draining to avoid accumulation of rinse solvent in extractor.
6. Selection of spray nozzles for desired type of spray (round, flat or conical.)
7. Number of spray nozzles for desired amount of spray.
8. Positioning of spray nozzles for uniform saturation of fabrics with rinse solvent.
9. Flow rate and pressure through spray nozzles to



#### NO CHARGE FOR X-R SPRAY UNIT

This is the bottom view of Street's X-R Spray Unit. The casting houses a series of recessed nozzles which are scientifically designed and precision engineered so as to spray the rinse solvent uniformly throughout the entire load.

If the cost for research in the development and perfection of Street's X-R Spray Unit were added to the cost of manufacture, a reasonable profit would demand a seemingly high selling price. Rather than sell below cost, Street's supplies its X-R Spray Unit without charge to plants qualifying for the MYCEL Process. A "Certificate Of Authorization" is presented to the plantowner at time of installation of the X-R.



#### X-R SPRAY UNIT FANS RINSE SOLVENT OVER ENTIRE DEPTH OF BASKET

This is a side view which illustrates how the precision engineered nozzles fan the rinse solvent over the entire wall of fabrics compressed against the sides of the basket during extracting. This ensures uniform dilution of the 4% charge and eliminates all the hazards from excessive non-volatile matter.

ensure thorough saturation of fabrics with rinse solvent, and yet without sufficient force to damage fabrics.

10. Arrangement of pump, piping and valves to prevent interchange which would result in costly dilution of 4% solution or unnecessary contamination of rinse solvent.

In developing this process, and the mechanical features which make it practical, STREET's has performed a valuable service to a segment of the drycleaning industry which could not otherwise enjoy the near-elimination of wetcleaning made possible by the use of a 4% charge with a separate purified rinse.

Installations of X-R engineered by STREET's comply with the requirements recommended by the National Fire Protection Association as printed in NFPA-32 in paragraphs 2661 to 2668 pertaining to extractors in Stoddard Solvent plants and paragraphs 3661 to 3668 pertaining to extractors in 14OF plants.

Interested parties are cautioned against the pitfalls which result from unperfected methods used in the installation of the EXTRACTOR-RINSE. Hastily made installations by engineers who have not had the opportunity for thorough study of the 10 important considerations named above can lead to grief. Instead of taking chances, take full advantage of STREET's extensive research in developing the EXTRACTOR-RINSE.

Ask for a survey of your plant to be made by one of STREET's 50 field technicians, all of whom are highly trained in planning, installing and servicing the X-R process. Address your request to R.R. STREET & CO., INC., 561 West Monroe Street, Chicago 6, U.S.A. STREET's also offer for distribution to X-R plants a manual covering the installation and operation of X-R equipment and accessories. This manual includes schematic drawings of typical above and below ground installations and is identified as Bulletin No. 5395.

#### NATIONAL FIRE PROTECTION ASSOCIATION NFPA-32

Installations of X-R engineered by Street's comply with the requirements recommended by the National Fire Protection Association as printed in NFPA-32 in paragraphs 2661 to 2668 pertaining to extractors in Stoddard Solvent plants and paragraphs 3661 to 3668 pertaining to extractors in 14OF plants.



TELEPHONE SOLICITING is used not only to sell new customers but to regain old ones. The solicitor should choose prospects scientifically, use utmost tact and courtesy and offer an excuse or incentive for calling.



Part III in a Series on Supplementary Advertising

## Selling Drycleaning by Phone

By GERALD WHITMAN

A POPULAR MAGAZINE recently made a survey of potential buying power in the United States. It revealed, among other things, that 80 percent of everything sold in this country was purchased by people who owned telephones. That, coupled with the fact that there are some 50 million telephones now in use across the nation, might lead you to assume all you've got to do to get new customers is to call every name in the phone book.

Although telephone solicitation can achieve good results if handled properly, it's not quite that easy. Used intelligently, however, it can give you personal contact with a vast number of prospects at less cost and with less effort than through most other media.

There are two kinds of telephone selling. The easiest is selling the prospect who has originated the call to your place of business. In this case, she is seeking either service or information and the very fact that she has called you indicates that she is already half-sold or very interested. If you are on your toes you can most

often convert a call of this type into a sale.

The kind of selling with which we are concerned here refers to the phone call originating in your office. Although you are calling without invitation someone unknown to you and the burden of the conversation is entirely upon yourself, proven techniques show that a good percentage of these calls result in new customers.

Those cleaners and launderers who plan telephone solicitation campaigns should consider a number of aspects in order to get best results: *how to select telephone solicitors, how to train them, who to call, when to call and what to say.*

### How To Choose Solicitors

At the outset it will probably be a good idea, depending upon the sizes of your business and your town, to hire a part-time solicitor. Some plant-owners ask their regularly employed office personnel to double in brass as solicitors for part of the day but this rarely works out too well. Since phone

soliciting requires a personality amenable to this kind of work, the regular office girls may well resent being told to handle this chore.

Tests have shown that women are the best telephone solicitors, particularly because the great majority of drycleaning and laundry customers are women. They understand each other's problems and can more easily indulge in "woman" talk if the person called is so inclined.

If you have to run a newspaper ad to find a solicitor, you may be able to use or modify the following:

### TELEPHONE SOLICITOR

Experienced girl to work from office. 4 to 6 hours daily. Salary and commissions weekly. Phone (YOUR PHONE NUMBER) 9:00 a.m.—3:00 p.m.

In addition to the solicitor's weekly or hourly salary, it is a good idea to work out a commission arrangement in order to provide incentive for making as many calls as possible and in making sales. One idea might be to

## How To Plan the Talk

- 1. Know Your Service.** Have the facts. You will be better able to serve each prospect's needs if you know all about it.
- 2. Select Descriptive Words.** Help your prospect visualize your service and fully understand just how much it will do for her.
- 3. List All Essential Items.** Be explicit. Do not assume the prospect knows your service's features.
- 4. Space Sales Points.** Save something to meet reluctance on your first try. If your first suggestion does not fill your prospect's needs—have something with which you can try again.
- 5. Anticipate Common Objections.** It's much easier to come up with honest, complete answers if you figure out in advance what the objections might be.
- 6. Phrase Your Request To Buy.** Decide how you are going to get the prospect to commit herself. Use the "which," not the "don't you think" method. A choice makes it difficult for the prospect to say "no."
- 7. Try Your Plan.** Do not hesitate to change your wording or timing. Only through trial and error can you strengthen the weak points.

pay a percentage of the first order from every customer obtained as a result of a phone call, even if it's only a lead that is finally closed by a route representative.

Here are some characteristics to look for in choosing a solicitor:

**Age.** This should not matter too much if the applicant exhibits sufficient poise, intelligence and maturity. Individual ability to perform satisfactorily and an inclination for this type of work are most important.

**Hearing.** Without good hearing it is necessary to ask for constant repetition, which is irritating to the customer. A simple, effective hearing test of an applicant is to ask a few questions in a low voice and note the reaction.

**Voice.** Look for a clear and pleasing "telephone voice," an accent that is pleasant and understandable over the phone, a distinct enunciation and an accurate pronunciation. The voice

should register personal interest and understanding.

**Vision.** Solicitors have much writing and note-taking to do and must refer to price lists and other material.

**Education.** Evidence shows that applicants with at least a high school education produce the best results.

**Temperament.** It should be such as to insure a reasonable composure in situations where the prospect may be inherently disagreeable or easily provoked. Pleasantness and courtesy are very important.

**Creative imagination and description.** That quality of mind is required that enables the solicitor to visualize the person at the other end of the line and describe the service being sold by sound alone.

**Alertness.** All salespeople need the ability to think quickly in order to take advantage of a sudden turn in the conversation, but this qualification is especially valuable to the telephone solicitor.

## How To Train Them

Most important here is to provide the solicitor with as much knowledge as possible about the business. Without this information she will often not know what to say when the prospect asks specific questions. In addition to spending some time with the solicitor in your plant and showing her the different processes, provide her with ample literature that she may study and keep at hand. Some plants have made up simple flip-file references that are kept near the phone. Under such headings as *shirts, mothproofing, storage, bundles* and the like, enough information is provided for the solicitor to give acceptable answers to most questions.

Encourage the solicitor to ask as many questions of your people in the plant as she wishes. The more familiar she is with your operation, the better able she will be to sell your service.

## Who To Call

Soliciting can be directed toward two distinct groups. One group includes former customers who have not dealt with your firm for a period of time. Although direct-mail "ticklers" may bring a number of these people back, a pleasant, inquiring phone call often gets best results. In such instances, the solicitor may uncover certain complaints and grievances con-

cerning past service and be able to placate ruffled feelings.

The other major group are the unknown prospects. Since phone calls cost money, it is best to select these names in advance. Of course, ordinary phone books may be used but since they provide no information about the prospect, it's pretty much a hit-or-miss proposition.

Since you want to aim your shots where they do the most good, building up a list of names by potential income brackets or through the higher-income neighborhoods seems the best bet. You can do this by renting the so-called "criss-cross" street and phone number directory from your local telephone company. This book lists phone numbers by street addresses and with the knowledge you possess of your own community you can tell where the most affluent prospects reside. The average cost for this directory is \$8 per month for six months' use. If you want a new directory every month, the charge is approximately \$18 per month.

Have your solicitor cover a neighborhood street by street to avoid confusion and returning to a list of names. If she sells one family on the block she has a ready-made excuse for calling the others by informing them that Mrs. So-and-so's order will be picked up at a certain time and the routeman would be happy to call at nearby houses.

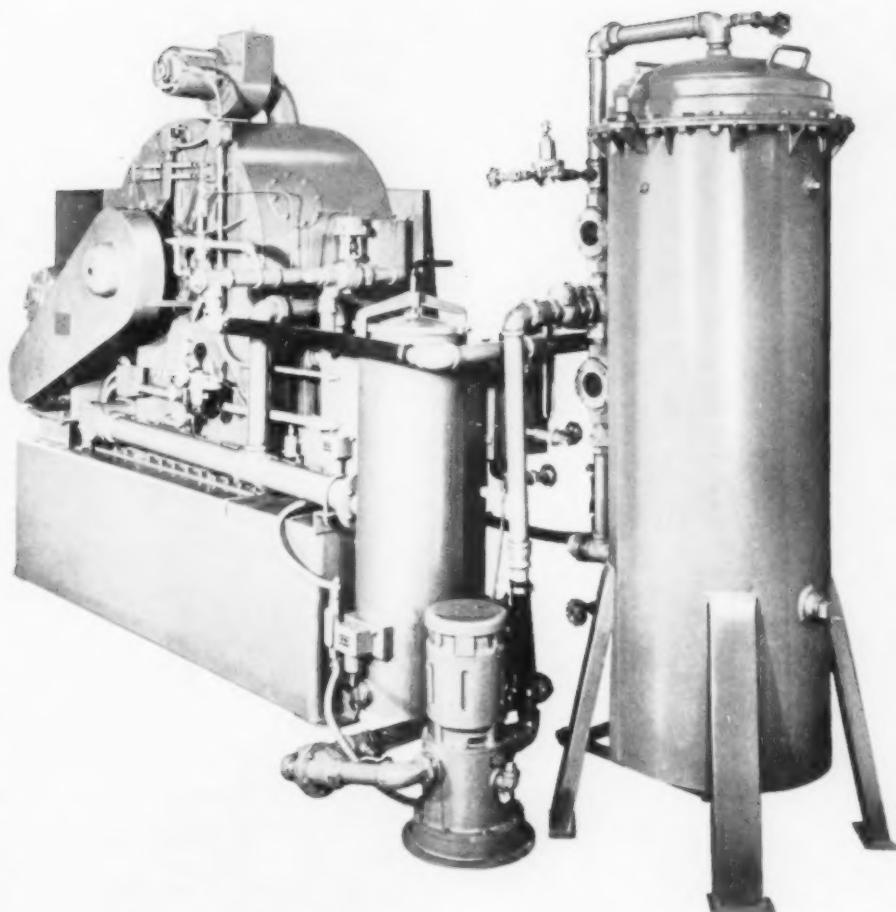
## When To Make Calls

Because women are the major buyers of drycleaning and laundry services, efforts should be made to place calls when they are most likely to be at home—and when they are most receptive to solicitation.

Since most housewives and mothers have pretty rigid routines and very busy days the best time to call them, it has been found, is during the four-hour period from 9:30 a.m. to 1:30 p.m. This period finds them at a time, generally, when they've got through with breakfast, bundled the children off to school and are receptive to suggestions that will ease their household chores because they are probably in the midst of washing and cleaning. The late afternoon will probably find them out shopping or off to a social get-together. Tests have shown that 62 percent of telephone sales are made during this morning period.

The best days of the week are Monday and Tuesday. Greater concentration on house cleaning on these two days provides a stimulation for subscribing to services that will ease these burdens.

*Continued on page 56*



**U.S. Hoffman Machinery Corp. uses Marlow Pumps exclusively** for its new Jet 445 Perchlorethylene Dry-Cleaning Machines. The "cold" unit for fully-automatic, single or two-bath operation, shown above, uses a space-saving Marlow Vertical Self-Priming Pump to circulate solvent from the filter to the washer-extractor cylinder.

## marlows are long lasting!

With long-lasting Marloys, pump replacement is practically a thing of the past. There are no close clearances or meshing gears . . . hardly anything to wear. These dependable pumps are almost fool-proof and even pass suspended solids and lint without damage. An exclusive shaft-seal eliminates leakage, minimizes fumes, prevents solvent loss and assures dry floors. For new machines, plant modernization or replacement . . . make it a Marlow. See your Marlow dealer today or write for Bulletin DC-04.

**MARLOW PUMPS • MIDLAND PARK, NEW JERSEY**  
DIVISION OF BELL & GOSSETT COMPANY • Factories: Midland Park, N. J., Morton Grove, Ill., Longview, Texas

### How To Make Calls

First, it might be well to decide what excuse you have for making the call initially. Unlike the customer-originated call, your solicitor's call is an uninvited intrusion upon the prospect's privacy. In addition, the prospect may have received calls from other solicitors. You've got to have a pretty good excuse for calling her and you must provide her with an incentive for listening.

The best sort of excuse and one that is of practical benefit to her is to inform her of a "special" being run by your plant. If she's not interested in that inducement, have another pitch prepared to keep the conversation going. Perhaps you are offering a new service or sideline; that would be a good excuse.

Most leading phone solicitation authorities agree that a planned sales talk is a must. It's needed to keep the solicitor on the track and help her cover all the main points. If your solicitor cannot be sold on a memorized talk, it is imperative that she at least memorize some phrases and words that will bring about the desired results.

In selling over the telephone, remember that words are all you have. If the right words are not used, the sale will not be made. The radio has made people better informed and word-conscious. The more different ways your solicitor can say the same thing, the more different types of customers she will be able to interest, hold and close.

Don't rely on your solicitor to say whatever she thinks is best. Work with her and develop several *written* sales talks. If you have access to a recording machine, let her record the talks, listen to them and polish them.

Sales talks need not be perfect from an English essay standpoint. Use simple words over the telephone to be perfectly understood. Use words as selling tools.

A good average telephone interview is about 400 words in three minutes. The rate should be about 126 words a minute—the rate of a slow radio commercial. Since speaking rates vary, recording will help judge whether your solicitor needs speeding up or slowing down.

Use the prospect's name correctly since most people are sensitive about their names. It will make them feel that you were interested enough in them to go to some trouble to procure and pronounce their names correctly. Call the prospect by her full name; Mrs. Robert H. Smith rather than

### How To Talk Your Plan

#### 1. Be Ready for the Prospect.

Have all pertinent literature and information readily available. Use a cheerful, friendly opening.

#### 2. Listen to Your Prospect.

Don't interrupt when the prospect feels like talking. Pay attention and *note* what she says. It will help to anticipate her needs.

#### 3. Ask Leading Questions.

Help the prospect *create* her own needs. Be sure your questions are pertinent and do not require repetition of previously offered information.

#### 4. Visualize the Prospect.

Polish your technique by talking with the prospect, not *at* her. Try to see things as she does and then talk her language.

#### 5. Be Alert to Hidden Needs.

Try to promote a "necessity awareness" in the prospect. Be tactful and show interest.

#### 6. Emphasize Bargains.

No one can resist them. It's the best excuse for making the call.

#### 7. Clinching the Sale.

Awareness of each prospect's readiness to buy is one of the most vital lessons in effective selling. Don't fumble or continue with your preconceived talk once the prospect has decided to buy.

#### 8. Show Appreciation.

Whether you sell or not, leave the prospect with a friendly feeling. A pleasant attitude will help her remember your firm when she is ready to switch.

solicitor is the positive force. Suggestions must come from the solicitor. Reactions will follow from the prospect.

After a solicitor has learned proper "timing," she will recognize certain customer "buyer signals." She will then know that it is not always necessary to continue throughout the entire talk before trying for a close. She can return to the talk if the prospect is not yet sold, with no harm done, can give more values and then try again because she has sufficient reserve material to discuss.

Sales talks for phone solicitation should be written so that, if necessary, they can be read word for word without sounding as if they were being read. If the solicitor will familiarize herself with the talks so that they can be delivered with expression, they will sound natural. A good actor has the faculty for making you forget he has memorized every word because he thinks every thought and action out as he speaks his lines.

### Keep Accurate Records

The average solicitor, depending upon how many hours a day she works, can make anywhere from 30 to 75 calls each day. Unless accurate phone selling records are kept, confusion is sure to reign. There's nothing worse than having your solicitor call someone to whom she has spoken earlier in the day. Records will also permit you to keep track of what you are paying per head for new customers.

One plantowner has his solicitor jot down a key code letter after each name, as follows:

A—Not in market for your service.

B—Would consider dealing with you in near future.

C—Couldn't make any contact; nobody home.

D—Prospect; needs closing at home.

E—Sale.

Category A is placed on a list to be tried again in six months or a year. The B's are followed up again at appropriate intervals. C is tried again and again until contact is made. Leads for on-the-fence prospects (D) are given to the routemen for at-home follow-up as soon as possible, while E (sales) are money in the bank.

While other systems of record-keeping may work out better in your own operation, the importance of maintaining written results of phone-solicitation work is paramount. # #

FOR **T**ERRIFIC **V**ALUE

TUNE IN ON L. A. YOUNG STAR-SERVICE GARMENT HANGERS



### STAR-SERVICE HANGER

DIVISION OF L. A. YOUNG SPRING & WIRE CORPORATION  
9200 RUSSELL STREET, DETROIT 11, MICHIGAN  
PLANTS IN CHICAGO, ILL.; TRENTON, N. J.; LEEDS, ALA.  
DIVISION IN CANADA: MARSHALL VENTILATED  
MATTRESS COMPANY, LEASIDE, ONTARIO





# NEW **PACEMAKER**

by Caled

## **Carries More Water Safely, Solubilizes Water Instantly**

Here's a *real* moisture soap specifically designed for those plants requiring moisture in their cleaning formula. Pacemaker carries MORE moisture than any of the so-called "water carriers" on the market today. Possesses amazing ability to allow even raw water to go into solution in large quantities . . . yet eliminates moisture problems. Pacemaker has real detergency that provides exceptional soil removal—both water-soluble and carbon soil—with a minimum of redeposition. System easily "purged" of impurities with sweetener powders.

A 2% charge of Pacemaker outcleans and outper-

forms 4% moisture charge systems and requires no rinse . . . saves on solvent . . . minimizes distillation. Because Pacemaker handles such large quantities of water, re-runs that have been wet-out, spray spotted materials and others of similar handling will come out perfectly dry with no traces of moisture having been used. You get outstandingly clean re-runs with no breaks or wrinkles.

Pacemaker is usable with all types of controls—simply set your control at your normal setting—or increase it if you so desire.

### **PACEMAKER IS COMMERCIALLY TESTED AND PROVEN**

For months Pacemaker has been subjected to rigid testing by technicians that worked in all parts of the country. Names mentioned on request. They're all extremely enthusiastic and *praise the fast, positive performance of anything they have ever* . . . *They're encountering no trouble difficulties on any kind of* job. In all cases solvent has stayed extremely light in color and just about every kind of fiber and sweetener powder has *proved satisfactory.*

*But see for  
yourself  
the amazing  
moisture  
capacity of  
**PACEMAKER***

# Maximum Moisture Charge Soap



**2% Does The Job  
with BIG ADVANTAGES!!**

Real Soil Removal

Shrinkage No Problem

Wrinkling Easily Controlled

No Linting in Cleaning

Solvent stays water-white . . .  
easier clarified

Less Pre-Spotting . . . you save here

Spotting Reduced to a real minimum

No Disturbed Sizings

Wet-Outs . . . no breaks or wrinkles

Heavily soiled re-runs come out really  
clean . . . amazing

Wetcleans Reduced

Highest Possible Pass-ups

Easier, faster finishing . . . no breaks or  
wrinkles to work out . . . no disturbed sizing

No Filter Pressure

Instant Cleaning . . . continuous filtration

Bright Colors — True Whites

Use any Sweetener Powder

**Phone Your Jobber Today for FREE DEMONSTRATION!**

With this simple kit, your jobber salesman will take less than 10 minutes and only a few twists of the wrist, to compare the "water-carrying" properties of PACEMAKER with any other charge soap. You'll quickly see . . .

- why PACEMAKER gives no filter pressure due to moisture
- why PACEMAKER will take care of wet-out re-runs more easily
- why less wrinkling will occur and why humidity is easily controlled!



**Quality Products of CALED PRODUCTS CO., INC.**

BRENTWOOD, MARYLAND

## Good housekeeping, light and ventilation aid production



DOOR AT RIGHT leads to receiving room where 28 route vans can be unloaded indoors at one time. Garments in baskets are to be prepared for cleaning. Note light-colored walls, absence of litter on floor. Good lighting and ventilation add to plant efficiency

# Good Housekeeping Reduces Claims

Cleanliness contributes to systematic operation

By ART SCHUELKE

THE LOWEST CLAIM record in the area is the proud boast of Rite Cleaners of New York City. And this isn't because it ignores legitimate complaints. Actually, the firm is exceptionally prompt in its payments.

Rite's good record is due to the sound management practices of owner Louis Motzkin. Although his volume is entirely wholesale, his methods can be adopted by all retail cleaners. Over 40 years of experience have taught him all the basic principles of running a drycleaning business. They work well for him because he practices them daily.

### Personal-Touch Management

This drycleaner believes in working management. There isn't any task in the plant he cannot handle himself. Every day he personally engages in some production job for a while. He keeps abreast of plant conditions not

by hearsay but by actual observation. This alone contributes greatly to the systematic procedures found in every department in the plant.

Mr. Motzkin feels that cleanliness is the backbone of organized workflow. In spite of the fact that thousands of pounds of garments are processed daily, every order is shipped out within 48 hours, much of it even faster. This takes planning and coordination. Stragglers or lost items are few and far between. Everything about the plant is neat and orderly. There are no piles of garments on the floor. There are no nooks or crannies for stray pieces to accumulate.

Two full-time men are assigned general clean-up duties. Each employee is responsible for the cleanliness of his work station. Anyone who is slovenly or continually careless is either reformed in his work habits or released from the payroll.

Everywhere about the plant are

evidences that proper working tools and conditions are provided. Extra high ceilings make for good heat dissipation. Ceilings and walls are painted a very light color. There are ventilating fans and exhaust fans in every department. Restrooms are spotless, and would do better hotels proud.

There is even a first-aid room, complete with medical supplies and a cot. The drivers are provided with a special room to make out their charges. The area in which they assemble their completed work is spacious. The ceiling is two stories high.

Because of the extra ceiling height throughout the plant, the finishing department has horizontal steel beams. These are used to hold the slickrails which help complete the excellent workflow here. Fluorescent lighting is used wherever possible. The installation was engineered for maximum efficiency and operator comfort.

*Continued on page 62*

Hundreds of Plant Owners say Excelsior Units are

# FOOLPROOF

even with inexperienced operators!



## EXCELSIOR ONE-GIRL SILK FINISHING UNIT

Ask any Excelsior User! Inexperienced operators can turn out top quality work and boost production by a minimum of 3 garments per hour with the One-Girl Silk Finishing Unit. This means an immediate increase of \$6,000 to your annual volume.

Year after year, skilled engineering and specialization in silk finishing keeps Excelsior units in front by far.

Build extra profits the easy way...send for the Excelsior facts now!

### Get full information today!

EXCELSIOR MACHINERY CO.  
1452 Randolph Street  
Detroit 26, Mich.

Gentlemen:

I want to increase the efficiency of my Silk Finishing Dept.  
Send me full information at once.

Name .....

Name of Plant .....

Address .....

City ..... Zone ..... State .....

My Jobber is .....



**Excelsior Machinery Company**  
1452 Randolph Street • Detroit 26, Michigan

*Continued from page 60*

Each department has a public address system. Music is played to help increase production and maintain high morale. No expense has been spared. If it will improve production and quality, Rite Cleaners will buy equipment, supplies, or make necessary revisions in the plant.

For example, the wetcleaning department is equipped with three washer-extractors. Although washing is done to less than 5 percent of the garments, it is felt these machines help maintain the plant's tight schedule.

Deodorizing is done in ten 100-pound open-end tumblers plus a battery of four open-side tumblers. Special lint traps have been installed atop each of the open-end tumblers for easy maintenance.

The cleaning room, as neat as a hospital room, has over-capacity filtration. Well over 100,000 gallons per hour are filtered for top cleaning and minimum redeposition.

Solvent return from all the washers is directed through a single main return line to the batteries of filters. Since any moisture within a given load could be passed on to other washer loads with this setup, special arrangements have been made for moisture additions.

Because of the piping arrangement through a central return line, the load is given a short batch run until the garments pick up the moisture. After this, the balance of the cleaning cycle is on filtered circulation.

Rite maintains 28 routes, using company-owned trucks. Extra equipment is on hand for use while motor or body repair or repainting is done to regular trucks. All maintenance is done within the plant garage.

Careful handling of garments begins when the trucks bring in their work loads. The trucks drive right into the plant and the work is unloaded out of the weather. Garments are segregated according to material and color for the cleaning room.

The cleanliness and system of this plant is reflected in its four points for quality drycleaning:

#### Four Basic Principles

1. Ample space for clean operation
2. Modern equipment
3. Trained operators
4. Careful handling of all garments

These principles have made Rite Cleaners an eminently successful wholesale operation. That same philosophy can be applied with equal success to any retail plant. # #

#### Every department reflects cleanliness, efficiency



PART OF TUMBLING ROOM equipment is shown above. Wide aisles provide for simultaneous loading of both banks of equipment. Note special lint traps provided on each tumbler for easy maintenance

#### Order assembly room is orderly



SPACIOUS ROOM where processed work is readied for delivery to shops for finishing. Twin-row fluorescent lights, high ceiling and neatness help keep confusion to minimum. Rarely are garments lost or damaged in this systematic plant

#### General view of finishing department



NEARLY HALF of this wholesaler's volume is completely finished in the plant. High production helped by air-driven equipment, pleasant surroundings. Music is provided by public address system

"best lesson  
I ever learned...

use DARCO DC<sup>®</sup>  
every day"



ORDER DARCO IN  
NEW 2-LB.  
"CARBON METER" PACKAGE



TAKE A TIP from an old timer. The best way to get around customer complaints is to prevent 'em. Wait for trouble, and it's bound to catch up with you.

"That's the way I figure a guy should treat his solvent. And it took some hard knocks—and lost customers—to convince me. I'd been giving my solvent a clean-up *after* it began to look real dirty. But I found out that wasn't soon enough, because just one load of gray, dingy-looking garments would be enough to stir up a flock of complaints. And then I wouldn't see *those* customers again.

"Here's how I licked the problem. Every day I treat my solvent with DARCO DC activated carbon. This way I'm always working with clean solvent. Bleeding dyes don't have a chance to build up. Hardly any soap loss, either. And the whole job just costs me a fraction of a cent per garment—which in my book is pretty cheap customer insurance."

#### HERE'S SCIENTIFIC PROOF

about what DARCO DC can do for your solvent. Write today for a copy of the National Institute of Drycleaning Fellowship Bulletin F-16.

ATLAS CHEMICALS  
DIVISION  
**ATLAS**  
POWDER COMPANY  
WILMINGTON 99, DELAWARE

In Canada: Atlas Powder Company, Canada, Ltd.  
Brantford, Ontario, Canada

# THERE'S GOLD IN THEM THAR YELLOW PAGES

## ... FOR CLEANERS AND DYERS.

Advertising in the Yellow Pages of telephone directories has panned out for hundreds of successful cleaners and dyers across the country.

That's because the "Look-in-the-Yellow Pages" habit sends nine out of ten people to their telephone directories for the nearest cleaner. And that habit is continually encouraged by advertising in magazines, newspapers and on television.

Make sure you are represented in the Yellow Pages under CLEANERS & DYERS, FUR STORAGE and other profitable headings. Remember, the more you tell, the more you sell.



Find out more about this effective sales tool. Get in touch with the Classified Directory Representative at your telephone business office.

## QUESTIONS and ANSWERS

### Exposure to Light

What caused the damage in the figured areas of these draperies?—W. B., Illinois

The National Institute of Drycleaning has published a bulletin on this problem which, in the case of these draperies, lies in the yellow dyestuff. Research discovered that some yellow and orange dyestuffs caused a tendering of cotton and rayon when the yellow dyestuffs were exposed to light for a prolonged period of time. It is thought that, in these yellow-dyed areas, a strong concentration of peroxide is built up and, as a result of this oxidation, a tendering of the cotton yarns occurs. Silk is even more quickly damaged.

When the customer submits the drapery to be cleaned neither she nor the drycleaner can be aware of the fact that the dyed areas are severely weakened, but in the cleaning process these areas will not withstand the necessary mechanical action.

Obviously, there is no failure in the cleaning process; otherwise, the entire fabric would be damaged in the same manner. It would be impossible to confine such damage to specific dyed portions.

### Underarm Acid Damage

Can you tell us what caused the underarm damage to this gray dress?—P. C., Maine

Tests conducted on this garment reveal that it has been made from pure silk fibers and that the garment contains one of the resin sizings. Further examination under ultraviolet light reveals that the damaged area coincides exactly with the area of perspiration.

Because silk fiber such as this is very susceptible to acid damage, the fibers are severely weakened as the acid concentration is built up in the underarm area, either from perspiration or from acid anti-perspirants. The fabric is then unable to withstand the normal mechanical action of the cleaning process and, through no fault of the drycleaner, breaks during the cleaning operation.

### Black Dye on Felt

Can you tell us what caused the blue and yellow stains on this gray felt skirt? Our customer claims they were not in the garment before cleaning.—S. L. C., Wisconsin

The difficulty you encounter, typical with this type of garment, lies entirely in the black dyestuff used on the felt—it bleeds in plain water and bleeds more profusely in alkaline solutions. Once any of the dye bleeds, it spreads into the surrounding area and cannot be successfully cleared from the garment.

The black dye is made up of a brown and a blue dye. Subjected to plain water, the brown component tends to bleed. If further bleeding takes place, particularly if in the presence of an alkali, the blue dye will bleed.

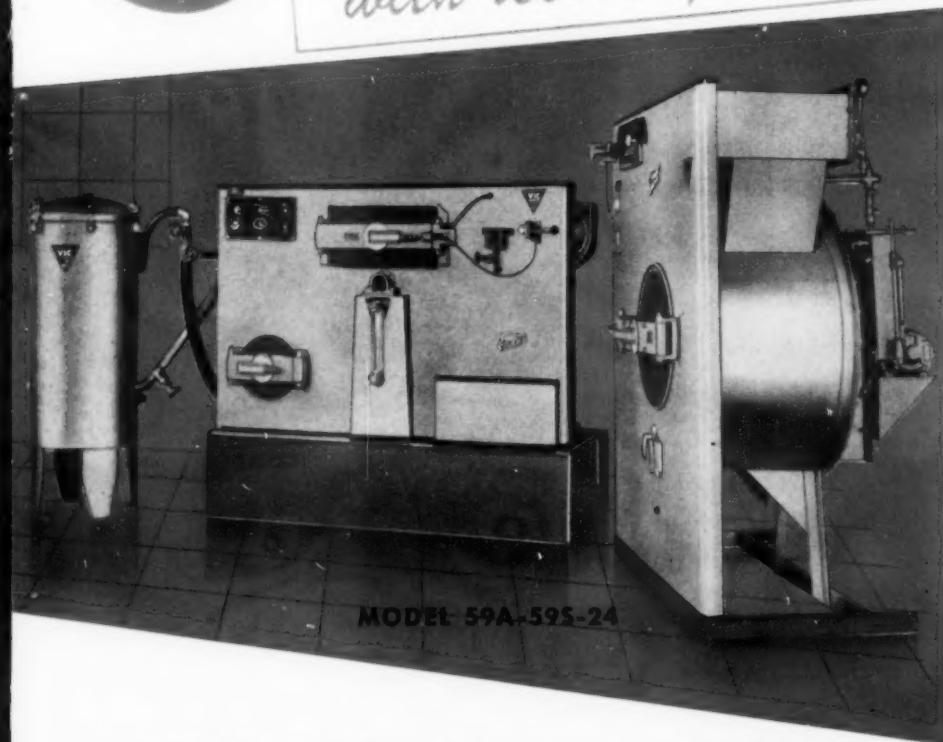
It may be possible to put the garment to soak on the alkaline side and give it an even blue cast that might make it wearable, but it is impossible to restore it to its original black and gray shading.

fully automatic Econo  
for approximately \$2000 less

*Synthetic*

*Econo*

*with recovery unit*



**you should buy Vic's fully automatic ECONO because:**

**1** COST is approximately \$2000 LESS than any competing automatic machine.

**2** IT SAVES LABOR COST . . . operator loads and unloads . . . that's all . . . Econo does the rest.

**3** IT'S FULLY AUTOMATIC . . . not just partly.

**4** IT HAS BIG CAPACITY . . . 30 x 22 Cylinder.

**5** YOU CAN CHOOSE either the 2-bath STRONG SOAP UNIT or SINGLE BATH UNIT, both fully automatic.

**6** NO COSTLY FOUNDATION NEEDED . . . the spring suspension makes this unnecessary.

Plant operators who care . . . compare the new Vic Econo with others . . . they know it beats them all for economy, speed, and quality cleaning—AT LESS COST!

All Vic Econo Models are available with Vic's Famous Self-Cleaning Filter



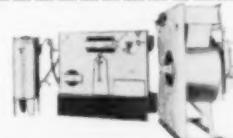
**VIC AUTOMATIC ECONO WITH RINSE UNIT—Model 59S-34-24**

A washer-extractor combination that practically thinks for itself—has all the features of the VIC ECONO AUTOMATIC plus Vic's tested STRONG SOAP UNIT. Works with less labor cost—less upkeep—less materials cost—yet gives you more production, speed, capacity, and WONDERFULLY RELIABLE PERFORMANCE!



**VIC AUTOMATIC ECONO STRONG SOAP STILL RINSE—Model 59A-57A**

This combination has been developed to meet the needs of many operators who want the 2 bath machine with the filter. In all other respects it is identical with the No. 59S-24. Soap Rinse Unit included. Compare . . . and prove for yourself that VIC GIVES YOU MOST FOR YOUR MONEY.



**MANUAL WASHER AND EXTRACTOR COMBINATION—Model 59-59S-24**

Because it's ECONOMICAL in first cost, in upkeep and in operation, the VIC ECONO deserves its name. Point by point, in capacity, filter capacity, cylinder size, solvent flow, extractor size and speed, solvent storage capacity, and muck capacity, THE VIC ECONO proves itself tops in its field.



Write for the new 59 Vic Econo Booklet, giving detailed information on the complete Vic Econo Series.

**IT'S FREE!**

Dept. N.O. 20!

**VIC CLEANING MACHINE COMPANY**  
1313 Hawthorne Ave. Minneapolis 3, Minn.

Gentlemen:

I am very much interested in your VIC ECONO "59" Series.

Model 59A-59S-24  
 Model 59A-57A  
 Model 59-57A

Model 59-59S-24  
 Model 59-59S-24

Name

Street

City

Zone State

Sales and Service in all Principal Cities

**VIC**

**CLEANING MACHINE CO.**

Experienced Since 1912

Minneapolis 3, Minn.



VIC ROCKET JR.

VIC ECONO

VIC ROCKET

VIC AUTO PER

VIC CENTURY

VIC SOL VIC

VIC SPEC PER

VIC SOLVENT  
RECOVERY UNIT

## FABRIC FACTS— THE DRYCLEANER'S GUIDE TO BETTER PROCESSING AND FINISHING . . .



CLOTHING MANUFACTURERS are finding ever increasing uses for fur-like fabrics. This fall stores all over the country will feature this boulevard robe in mutation (minklike) fabric. Orlon-dynel will also appear in men's overcoats and casual jackets and sweaters.



Photographs courtesy Princeton Knitting Mills  
CAREER-GIRL style is popular with the college crowd, too. These coats dryclean beautifully. Special problems in finishing are discussed by Laura Porterfield in the accompanying article.

### PART VI—Orlon-Dynel Pile Fabrics

By LAURA PORTERFIELD and CORT ANTONSON

DEEP-PILE GARMENTS, because of their rich appearance, have long held an important place in the world of fashion. Furs perhaps best typify the elegant look. "Plush," a deep-pile weave, has become synonymous with richness.

Within the past few years man's ingenuity has created furlike fabrics from blends of synthetic fibers. Now the plush look is available to everyone at moderate cost. And the material has other advantages. It provides "warmth without weight," to quote one of the manufacturers. Garments made of Orlon-dynel are mothproof and mildew-resistant.

This deep-pile fabric originally was used in women's coatings. The fur market was its fair game. More and

more, sales are biting into the cloth-coat field as well. In addition, designers are finding everincreasing uses for Orlon-dynel deep-pile fabric. This winter will find it in muffs, hats, trim on suits and dresses. It will even be used for trim on shoes and slippers.

This fabric will find its way into your plant in the form of fine bedspreads, throw blankets and baby-carriage covers. Some men's garments will be made of Orlon-dynel. Overcoats, sweaters and casual-wear items will be made of this fabric. Young people, those of college age, are particularly attracted to these garments.

The manufacturers of this deep-pile material are all increasing their advertising for the coming season. Since the market is constantly growing, it be-

Over the past few years we have been reminding you of the growth in sales of furlike fabrics. Processing methods have been also brought to you from time to time on these pages. Because of the tremendous impact Orlon-dynel will have on the market this fall, our Fabric Facts series is devoted entirely to the subject in this issue. As we have done in preceding articles this article tells how to identify, clean, spot and finish . . . all the facts on Orlon-dynel.

hooves cleaners to completely understand processing procedures of this material. Then, to go after just as much volume as possible.

Because of early misunderstandings, drycleaning was looked upon with disfavor. Perhaps rightly so. Ex-

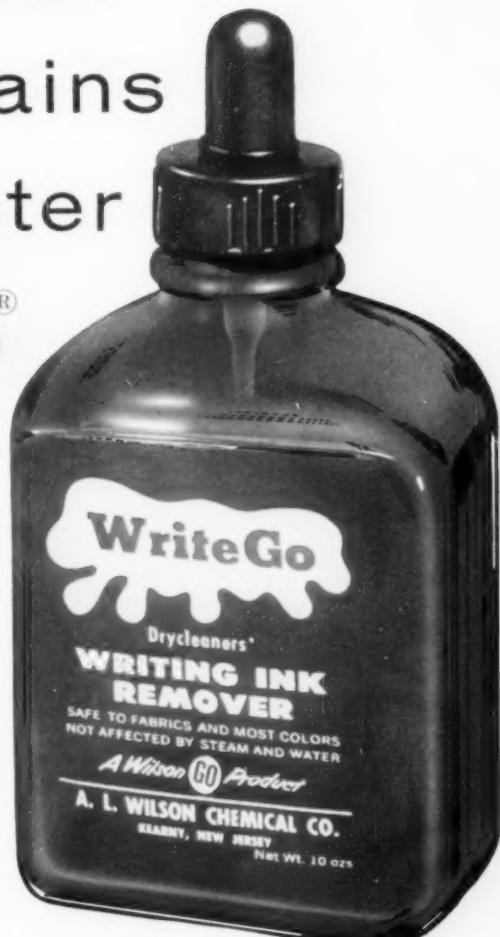
# You can take out writing ink stains easier and faster with **WriteGo**<sup>®</sup>

## ...the one-step ink remover

Next time you run across a fountain pen ink stain, just apply a few drops of WriteGo . . . heat . . . then flush with a steam gun. That's all there is to it—no rubbing, no soaking, no ammonia, no acid . . . and no need to re-clean the garment either.

WriteGo is Wilson's remarkable one-step liquid remover for all water-base writing ink stains, even permanent types. It's safe—it's sure—it's fast-working . . . and it costs only \$2.95 a bottle.

It's the season for writing  
ink stains...order WriteGo  
today from your jobber  
—or fill in and mail  
the coupon to us.



WriteGo bottle shown actual size



A. L. WILSON CHEMICAL CO.  
Kearny, N. J.

(date)

Gentlemen:

We want to try WriteGo, the one-step writing ink remover. Please send us at once:

1 bottle WriteGo @ \$2.95  
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We understand that we will be billed for this by our jobber. Our favorite jobbers are:

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COMPANY \_\_\_\_\_  
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CITY \_\_\_\_\_ ZONE \_\_\_\_\_  
STATE \_\_\_\_\_

*"Plenty of starch in the  
ole gal yet"*



*1935 Ford panel is still  
in service after 21 years*

## 350,000-mile veteran sparks 172-Ford Laundry Fleet

Southern Service Co. Ltd. of Pomona, Calif., operates 172 Ford F-100 panels from 29 laundry and dry cleaning plants throughout southern California. One Ford, a 1935 model, is still making the daily rounds after 21 years and more than 350,000 miles of dependable service. This amazing record has proved to Southern Service, a Ford user since 1919, that Ford trucks cost less and last longer.

*Ford will spark profits for you, too.* Ford's new 8-ft. panel truck features 155.8 cu. ft. of cargo space for payloads up to 1,535 lb. Two new Short

Stroke design engines—167-hp V-8 and 133-hp Six—are designed to give you more efficient power and greater gas savings.

Big rear doors, solid plywood floor and specially sealed joints give maximum loading convenience and provide better load protection. Fordomatic Drive and Power Braking (at low extra cost) take the work out of stop-and-go driving.

Whatever your delivery requirements, your Ford Dealer is ready to show you why Ford trucks are your best buy.

Leadership styling, spacious driver's compartment, all-steel body reinforcing—these features and many more make the '56 Ford F-100 panel worth more to Southern Service Co., Ltd.



**FORD TRUCKS COST LESS - LAST LONGER**

cessive mechanical action and heat are ruinous to this fabric. Labels were affixed to the garments admonishing the wearer to have the coat cleaned by the furrier method only. Do-it-yourself home cleaning aids were strongly merchandised.

Thanks to the business papers and the work of state and national associations, effective drycleaning processing methods have been developed. The first step is proper identification. Practically all garments of this material have permanent labels telling the fiber content. The pile of the coats is generally made up of 65 percent Orlon and 35 percent dynel. Some brands have a woven back made entirely of dynel. This is true of "Cloud 9" and "Baronesa." Many more companies use a knitted backing, also of dynel.

These include firms marketing "Borgana," "Ollegro," "Nutran," "Furlana," "Beavallure," "Sabelure," "Beavelon," "Bevado" and "Mon Sal" among others. In some cases the same manufacturer produces two or more brands.

Note how closely many of these brand names resemble fur or fur-bearing-animal names. Much of the fabric is produced in shades similar to fur. Some is even streaked to simulate natural fur markings.

In addition, pastel colors will be widely shown this fall. There is another significant development this year. Some of the higher priced furlike fabrics will actually be trimmed with real fur. Counter sales help and route salesmen should be thoroughly familiar with identification of these furlike coats and materials.

Upon acceptance the customer should be informed that such garments are not "run-of-the-wheel." They do take special handling, which is worth a premium over regular cloth garments. Cleaners across the country are getting \$5 to \$6 a coat, and more.

To make certain all sales personnel are familiar with Orlon-dynel garments it is well to show them a sample. They should be advised to check for identifying labels. A check of the underside of the deep pile will reveal whether it has a cloth backing. The pile itself may vary in length from one quarter inch to one inch and more. These tips to the salespeople will help them gain confidence. They can sell with assurance and convince the housewife that your plant can handle these garments safely and satisfactorily.

#### Cleaning Procedures

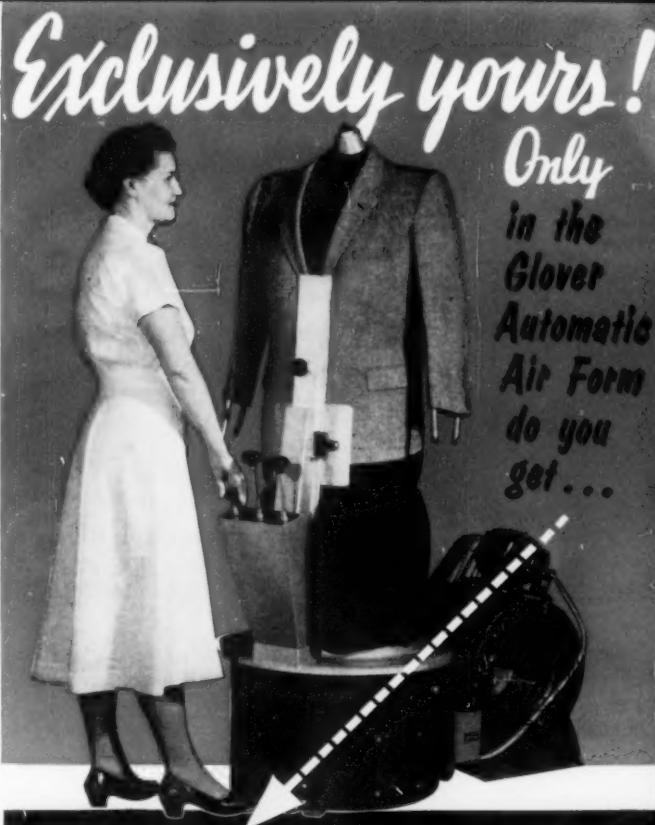
As previously stated, drycleaning of Orlon-dynel coats was originally looked upon with disfavor. Even the labels in the coats told the consumer to have the garment cleaned by the furrier method only. While this method will produce a passable job, these coats are made of fiber. Nothing surpasses drycleaning for really getting this fiber clean.

Even the furrier recognizes this. Many drycleaners are doing the job on these coats for furriers in their area. Normally, furlike coats will release their soil very readily since they are a deep-pile fabric. A short cleaning cycle without moisture is in order. These coats will develop static. As a result they should be run by themselves, or with a light soft wool load, on continuous filtration.

The pile fibers will withstand the use of moisture. That isn't where the problem lies. Moisture affects the knit and woven back construction of the fabric. Just as in other coats of this construction, there is a tendency for shrinkage when moisture is used. If any moisture is used, it should be held to the barest minimum.

In the case of heavily soiled Orlon-dynel coats it is well to soak the garments in an extra strong concentration of charged system soap. A dip tank or barrel should contain up to a 10 percent solution of soap for this purpose. The soiled garments should be left to soak for about an hour. After

*Continued on page 72*



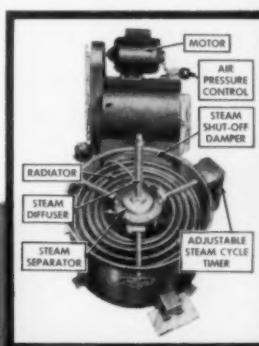
## Controlled Air Pressure for Finishing ALL MATERIALS SAFELY!

Greater air pressure with adjustable air control gives the Glover Air Form a versatility not available in other finishers. Air flow can be cut down for working stretchy, delicate garments, or it can be opened up for perfect shaping of heavy, hard-to-work materials. Extra length and fullness of bag also gives unit added flexibility in handling complete range of garment sizes and weights.

The fully automatic steam-air control frees operator for other work, too. Single pedal starts automatic cycle. NO HAND SWITCHES TO BOTHER ABOUT—OPERATOR IS COMPLETELY FREE TO DRESS MACHINE!

Because the Glover Air Form has a larger heating area (see illus. below), air is more quickly heated for faster, more efficient drying of the processed garment! Result: More work can be turned out in less time. Constant gravity flow of heated air into the form even when machine is idle keeps all metal parts warm thereby eliminating condensation and the need for a warm-up period.

It will pay you two ways—in profits and in higher quality work—to equip your finishing department with the Glover Air Form. For the eye-opening facts on this superior finisher, see your jobber or write Bill Glover, Inc.



**Bill Glover, Inc.**

5204 Truman Road  
Kansas City 27, Mo.

**because Hoffman has planned  
the scientific way to meet your drycleaning  
and pressing requirements, you can now  
choose the**

# **HOFFMAN PROFIT PLANT**

## **that's right for you!**

**Are you** interested in more profits?

**Are you** sending your work out, yet wishing you could strengthen your profits by offering faster service and finer quality with your own on-the-premises drycleaning?

**Are you** thinking about a new location?

**Are you** doing your own cleaning while wanting to modernize your plant, and looking for the best ideas on how to go about it?

**Are you** a wholesaler or chain operator feeling the pinch of unit-plant competition, and recognizing that the unit plant is the answer to your problems?

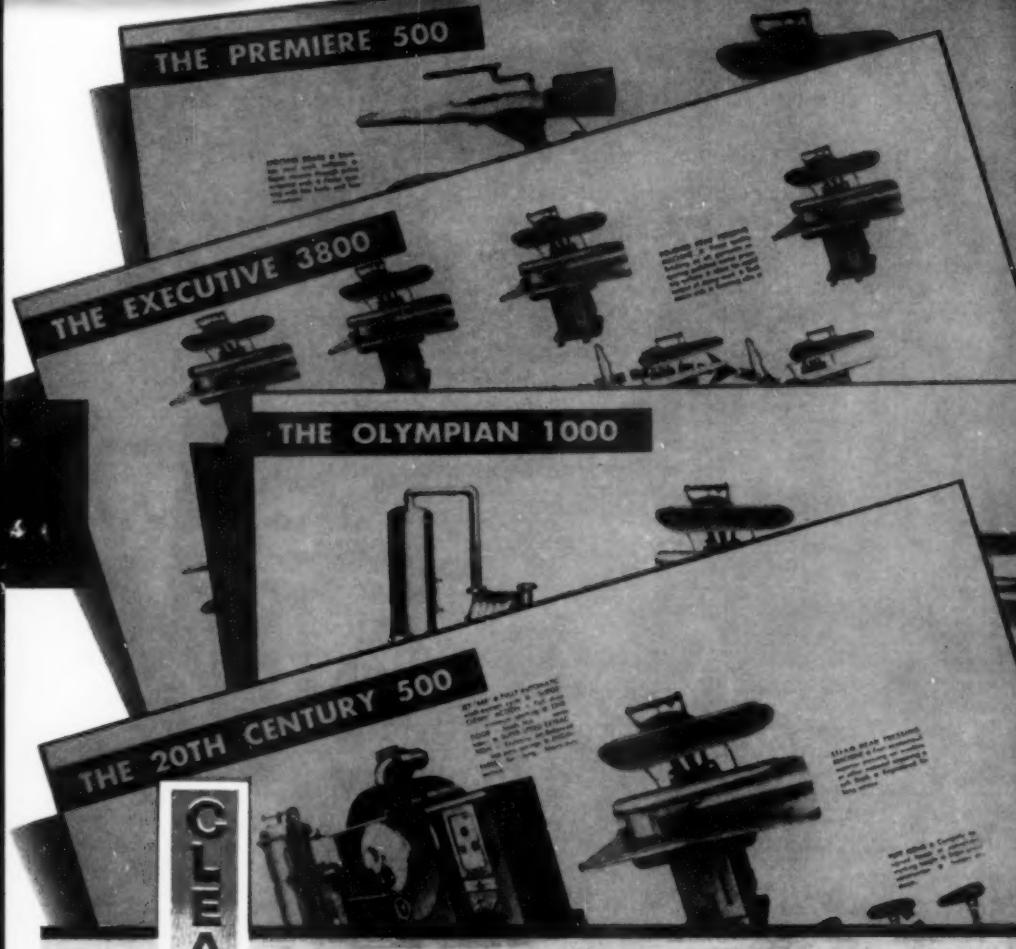
If your answer to any of these questions is "yes"—or even "maybe"—then you owe it to yourself to find out more about HOFFMAN PROFIT PLANTS.

The Hoffman Profit Plant is a startling new concept in the drycleaning field. It offers you exactly the right choice of operation for your premises, based on the amount of profit you want to make every week!

It offers you new efficiency, by coordinating the drycleaning functions of your new plant. And that inevitably means higher profits.

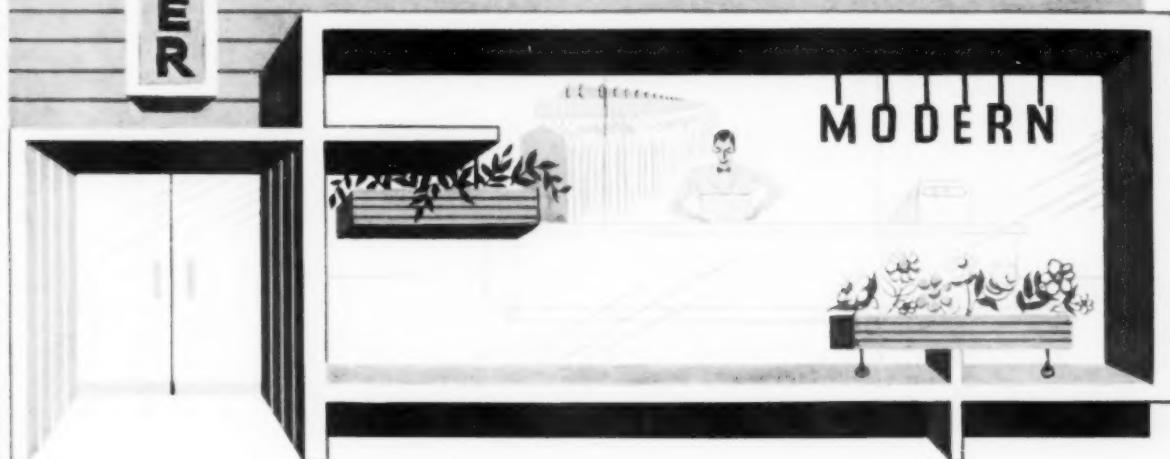
And then there are the Hoffman extras that go with your Hoffman Profit Plant. Such extras as:

- A complete layout of your plant.
- Authoritative service on location, zoning, advertising, merchandising, modern efficiency techniques, store fronts and interior design.
- And most important—the confidence in doing business with your authorized Hoffman distributor, a man who is interested in the success of your business — for the life of your business.



For weekly gross incomes from \$500 to \$3,800 and featuring exclusive "Jet" process cleaning, synthetic or petroleum solvent, single or two-bath.

THE 20TH CENTURY SERIES\*  
THE CONSTELLATION SERIES\*  
THE COMMANDER SERIES\*  
THE OLYMPIAN SERIES\*  
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Indicated here are a few of the wide and varied selection of Hoffman Profit Plants from which you can choose the kind, the size, to suit your particular needs. Mail the coupon below for all the money-making details. There's no cost or obligation.

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I'm interested in your new Hoffman Profit Plants. Please send me further information, with no obligation, at no cost.

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CITY \_\_\_\_\_ STATE \_\_\_\_\_

*Continued from page 69*  
draining, they should be given the usual short run in the washer, in the normal concentration of charge. A clear rinse is beneficial.

These coats generally have linings of acetate. When the linings are badly soiled, they can be brushed with a moisture emulsion prior to regular cleaning. It can also be done just before the soaking operation described.

Extraction is a very important step. Overextraction will cause hard wrinkles and creases to develop. Too little extraction can create uneven drying and resultant swales. This comes about because drying temperatures must necessarily be kept low. The word on extraction is *moderation*.

Drying is another critical factor in handling Orlon-dynel fabrics. Good results have been obtained by tumbling the garments for 5 to 10 minutes in a cool tumbler, then hanging them to air-dry. Heavy wooden hangers are better for this purpose than the regular wire garment hangers.

#### Spotting Suggestions

It must be kept in mind that any high heat is absolute poison to these garments. So far as Orlon-dynel is concerned, the steam gun is out of bounds. But both Orlon and dynel will withstand all of the common spotting chemicals. Chemically speaking, they present no spotting problem. In fact, stains are easily removed from these garments.

This is a pile fabric, just like velvets, and must be handled as such. When working on the wet side, brush the stained area with the run of the pile. Do not use the brush in a circular motion. The pile will become snarled or matted. A towel can be used to pick up any excess moisture. A short run in a cold tumbler will help raise the pile.

#### Advice on Wetcleaning

In most cases wetcleaning involves a risk. This is not so much from a fiber standpoint as it is fabric construction. Generally, these coats require wetcleaning only in rare cases. In the earlier days of furlike coats the wearer was fearful of having the garment dry-cleaned, or concerned over the cost of furrier cleaning methods. Then the coats were worn until extremely dirty.

Today, however, the housewife has come to rely on her cleaner for safe processing at moderate cost. As a result these garments will be sent in oftener for cleaning. If an occasional garment is very badly soiled or stained it is suggested it be soaked out in

tepid water and a neutral wetting agent.

After such soaking, the garment should be brushed with a soft bristle brush with the lay of the pile. Then rinse well by holding the garment with the hands in a basket grip. Extract moderately, and hang the garment to air-dry for an hour or so. The drying can be finished by a short tumbling cycle in a cold tumbler. It is well to measure these garments before wetcleaning as a deterrent to possible claims.

#### Finishing Techniques

Thanks to developments within our industry in the past year, Orlon-dynel garments can be returned to the customer like new. In some cases, they will be lovelier than when first purchased. Great strides have been made with finishing agents (and in some cases, special equipment) that remove matting and tufting. In fact, restoration is practically complete on everything except garments that have been irreparably damaged due to fusing of the dynel fibers caused by excess heat.

The finishing of these coats is a radical departure from ordinary pressing methods. They have no more place on the steam presses than have fur coats. In fact, some of the newer finishing techniques involve equipment practically identical with fur finishing machines. The units come in a wide range of prices to conform with the output of even the smallest plants. One method involves the use of only a spray gun to apply a silicone film over the fabric.

The manufacturers of the several finishing methods have all worked closely with the fabric manufacturers. In many cases the national advertising of the garment manufacturers mentions the special finishing processes. The consumers are advised to look for cleaners featuring these methods.

Some of the greatest problems cleaners have with Orlon-dynel stem

from improper finishing methods. It is earnestly suggested that you investigate these new finishing techniques. You can find one that will fit your needs and pocketbook. Until such time that you do acquire the necessary equipment, here is a list of "don'ts":

1. If you use a steam-air finisher DO NOT steam over 2 or 3 seconds.
2. While the garment is on the steam-air finisher DO NOT touch the garment in any way with hands or a brush.
3. Again referring to the steam-air finisher, DO NOT fasten the coat in any manner.
4. DO NOT crush the pile.

Linings can be touched up in the conventional manner with a steam iron. The iron should never touch the pile of the coat. If the lining is sewed to the bottom of the coat, it should be unfastened first before touching up.

In general, it is well to remember that it is better to do nothing to Orlon-dynel in the finishing room rather than do too much. This is especially true of steaming. Steam must be used in very small amounts and then only on a steam-air finisher. Press steam is too hot, and cannot be removed quickly enough. An air gun can be used to blow up the pile while the garment is drying on the steam-air form.

But this is a makeshift process at best. The proper approach to the problem is to acquire the equipment and supplies made specifically for finishing Orlon-dynel. It is the sure way to keep customers satisfied. # #

If you desire specific information on the equipment and products referred to in the above text, send your inquiry to The NATIONAL CLEANER & DYER, 305 East 45th Street, New York 17, N. Y.



"He keeps forgetting we took that wall out five years ago!"

# CARRY BIGGER LOADS

NEW SQUARED UP DIVCO HOUSE-  
TO-HOUSE DELIVERY TRUCK . . .  
221 CU. FT. CARGO CAPACITY!



## ON ECONOMICAL 100<sup>3/4</sup>" W.B. CHASSIS!

Latest design WALK-IN Divco Trucks are specially engineered for multi-stop operation. They feature proven low maintenance, long service life, dependable performance and low operating cost. Maximum driver-salesman efficiency through use of either Stand-Drive controls or Sit and Stand Drive dual controls . . . by low steps and easy workability of load.

**EASY MAINTENANCE . . .** 27 major service points can easily be reached by merely lifting the hood. Removable panel body construction permits easy repair or replacement of damaged panels from the outside in minimum time.

**REPLACEMENT PARTS AT YOUR FINGERTIPS . . .** A nation-wide network of competent dealers assures instant availability of all parts. Divcos are production built and all dealers stock replacement parts—therefore, there is no long wait for custom parts to be hand-made.

Many optional choices, including automatic transmission

CHOICE OF  
3 MODELS



MODEL 124 . . . SUPER 4 cylinder engine . . . Stand Drive Controls for average city routes—3 speed synchromesh transmission.



MODEL 134 . . . SUPER 4 cylinder engine . . . Sit and Stand Drive Controls for longer city routes—3 speed synchromesh transmission.



MODEL 154 . . . 6 cylinder engine . . . Sit and Stand Drive Controls for scattered city or suburban routes—3 speed synchromesh transmission.



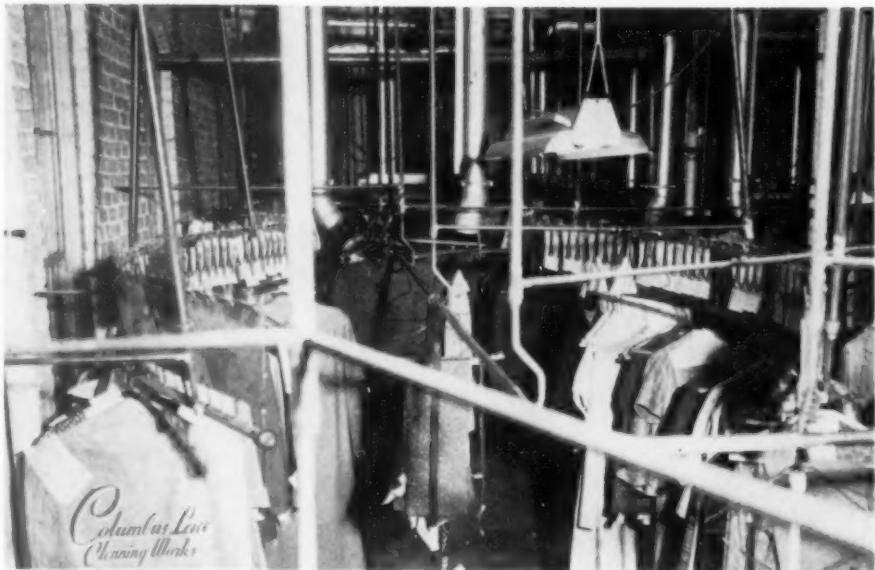
# DIVCO TRUCKS

DIVCO CORPORATION, 22000 HOOVER ROAD, DETROIT, MICH.

OVER 80% OF ALL DIVCO TRUCKS BUILT SINCE 1927 ARE STILL IN SERVICE!

CONTACT YOUR  
LOCAL DIVCO DEALER  
FOR DEMONSTRATION!

PHYSICAL CHANGES have stepped up quality, volume and production at Columbus Lace Cleaning Works. Space for split-ring assembly was provided by relocating wool finishing department. Through-the-unit production saved space, too. Note individual air-conditioning ducts to cool each work station.



## Old Plant Grows by Using New Ideas

*New layout, training program and incentives are big factors in building customer acceptance*

By HARRY YEATES

WHEN PLANT MANAGEMENT keeps in step with the times, even the fiftieth year of business can show volume increases. Improvements in layout of equipment and constantly working with the employees to produce a quality garment are bound to produce greater customer satisfaction.

Management techniques such as these have produced a 35 percent increase in drycleaning volume during the last few years at the Columbus (Ohio) Lace Cleaning Works. In 1951 the volume was approximately \$79,000. By the end of 1955 the volume had jumped to well over \$100,000. The household department in the plant, which handles curtains, drapes and slipcovers, has doubled from \$40,000 to \$80,000 in annual volume.

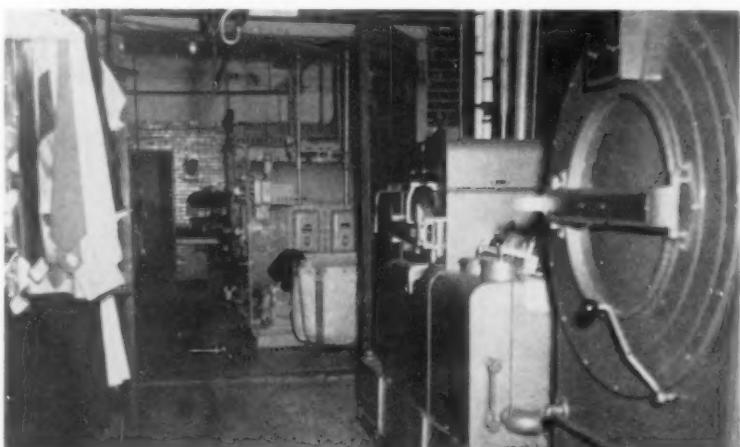
More profits and production have resulted from the following three-point plan that management has stressed during the past two years:

1. Layout of equipment and facilities
2. A wage incentive plan

3. Training employees to do a better job

Plantowner Clovis Loudenslager first rearranged and separated the wool finishing department from the

silk finishing units. Previously the two departments had been placed side by side in the same room. To increase production in the two departments the wool finishing units were moved



MODERNIZATION PROGRAM includes all departments. Increased production facilities of finishing departments have been augmented with latest type cleaning equipment. Note modern petroleum machinery as well as supplementary synthetic machine



## Why do American Women Dress so Economically?

Because they have the world's largest group of skilled professional drycleaners to keep their garments in fine condition!

Women's clothes — even the low-cost kind — take lots of abuse because American women are the most active in the world. In sports, business, recreation, at home . . . American women demand smartness.

The professional drycleaner "Perks 'em up with Perk".

Perchloroethylene is the best of cleaners . . . Stauffer's multiple-tested 'Perk' is the best of perchloroethylenes.

'Perk' is 100% pure drycleaners' perchloroethylene, stabilized for use in *all* synthetic drycleaning systems.

Your dealer can supply you with Stauffer's 'Perk' in the big blue-and-white drums. *Would you like a poster copy of this ad for display in your shop?* Ask your Stauffer dealer. Also . . . ask him for the attractive window sign that tells your customers you

"perk 'em up with Perk"

October, 1956



STAUFFER CHEMICAL COMPANY

380 Madison Avenue  
New York 17, N. Y.  
Sold Through Drycleaning  
Supplies Distributors Everywhere



## PUMPS LAST LONGER

### Simple Low Cost Replacement with the Exclusive "Viking Re-Nu-it" Pump

Use the new "Viking Re-Nu-it" dry cleaners pump for longer life. Pump comes equipped with steel liner and self-lubricating bearings.

For complete information, ask for bulletin A200Q today.



**VIKING PUMP COMPANY**

Cedar Falls, Iowa, U.S.A. In Canada, it's "ROTO-KING" pumps

See Our Catalog In Sweats

to another corner of the building. This had previously been used as part of the household cleaning section. Better arrangement of machinery in the household department made it possible to utilize this space to better advantage.

When the wool finishing units were moved to their new location the plant-owner installed another complete silk finishing unit. At the same time two sewing tables and a lining press unit were placed in the silk finishing room.

A new call office was later added to the building. General office space was provided on the second floor of the new addition. This left space for a storage room for household and drivers' packages.

In order to do a faster job of processing all types of garments, a synthetic cleaning unit was added to the petroleum cleaning machines. The wetcleaning department has been placed in a separate room next to the other cleaning units.

The following productive employees work in the plant: one full-time wool finisher, two full-time silk finishers, one part-time silk finisher, two spotters, one drycleaner, two seamstresses, one inspector, one lining finisher, and one extra girl to fill in where needed throughout the plant.

After long or hard service, you can easily and at low cost, insert the handy "Viking Re-Nu-it" kit. No need to disturb piping or pump alignment.

in his actual take-home pay. Under this plan, however, the plant does not do piecework pricing.

Since the wage incentive program was started the productive payroll has dropped 10 percent. Proper supervision of the plan has been an important influence in its success. The employees have been sold on the methods and instructed as individuals about the proper methods and techniques the plantowner strives for. The training program started slowly. But once the employees were educated about what it could do for them production in the plant went up and each operator has profited accordingly under the incentive plan.

### Continuous Supervision

Weekly instruction is presented to each individual unit rather than to the whole department. The amount of time delegated to the unit is based on the ability of the operators to solve each problem that presents itself when they work on a garment. But the plant manager never lets the units function too long by themselves. He is constantly supervising the work and checking to see if it is being done according to the manuals regarding every type of fabric. This has been particularly important in the past year or so with the influx of the man-made fibers into the drycleaning plant.

Employment turnover in this plant is extremely low. Only three people have been replaced since 1952. Therefore, once a man is trained to do a job and given a strong incentive, he produces the kind of work he is expected to do. Only with supervision will he reach the perfection that the plant-owner wants—and that the customers have come to expect from this drycleaner.

According to Mr. Loudenslager, he cannot give fast service and still produce the best possible quality the customer demands. On the other hand, if the need arises and the customer requires other than the routine service, the plant is most happy to give that order special handling to meet requirements. Base prices in the plant are \$1.75 for a man's suit and \$2 for a dress.

Only 10 percent of the plant volume is over the counter. The bulk of the business comes from the three routes that cover the town. Through the years word-of-mouth advertising has added new business.

During 1956 the plant will celebrate a fiftieth birthday in Columbus. It has been an important source of quality drycleaning for the customer who is willing to pay a little extra for a better job. # #

**MORE and MORE DRY CLEANERS**

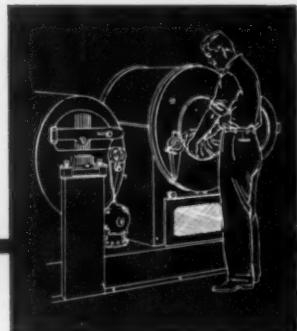
**Prefer...**

**SHELL  
SOL**

*for fast general work*

**SHELL  
SOL 140**

*where high flash point  
is required and  
low odor counts*



**Both**

are approved and listed by the  
National Institute of Dry Cleaning and  
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**SHELL OIL COMPANY**

50 WEST 50TH STREET, NEW YORK 20, NEW YORK  
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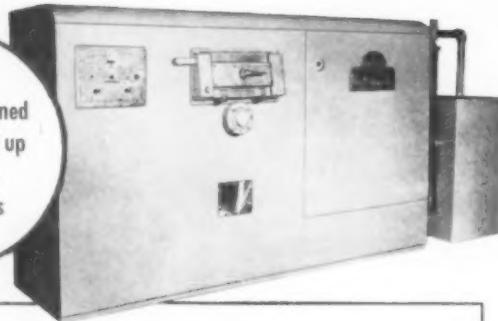
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---

**load  
after load-  
day  
after day**

**... that's a statement  
of true capacity that  
means something !**

First  
equipment designed  
from the ground up  
for the Cold,  
2-Bath Process



#### FACTS ABOUT FEATURES NO OTHER CAN MATCH

- Exclusive cleaning action design • Largest load capacity per sq. ft. of floor space • Simplest to operate • Simplest design — many less valves, switches — no "mechanisms" • Controlled distillation • Unequalled ruggedness • No vibration — no bolting to floor • Most attractive in appearance

How many garments you can stuff into a machine is meaningless unless they will come out bright and clean. A really thorough job of cleaning is what you ask from equipment. That's what brings customers back to build business. That's what reduces wet cleaning and spotting . . . the profit eaters.

Today, most everyone agrees that equipment which employs the cold, 2-bath process is an important start towards thorough cleaning. It's a superior process.

**BUT** that's not all you should look for when choosing equipment. For, there's a big difference in the way machines employ the cold, 2-bath process. It's a difference that shows in the quality of the job done . . . and in the cost per job!

We don't make mere claims that a *Perk-o-matic* gets the most out of the cold, 2-bath process. You are given solid, easy-to-understand reasons why it is sensible to believe just that. Some of them are briefly stated here. To get the most out of your equipment dollars, dig into the FACTS. Be sure to get them on the *Perk-o-matic* . . . the simplest of all synthetic machines . . . the equipment that assures *precision* drycleaning.

# Perk-o-matic

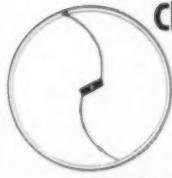
by **Pantex** MANUFACTURING CORPORATION

this



## WHY a 2-bath Perk-o-matic wins in any comparison of top quality cleaning

### 1 Only Perk-o-matic has this Positive Deep Drop Cleaning Action Design



SEE this DIFFERENT cylinder . . . with the scientifically curved partition and center platform. It's the why of the far more powerful — yet harmless cleaning action. The partition curves prevent normal sliding of garments that mean a weak drop.

In Perk-o-matic, garments are picked up in the curve and tossed against cylinder wall . . . getting a positive deep drop that really cleans! Throughout the process a continuous flow of the clean, filtered solvent is sprayed from above on the garments.

### 2 Perk-o-matic maintains rinse solvent in proper condition — automatically



PROPERLY - CONDITIONED RINSE SOLVENT is a "must" for top quality cleaning. Perk-o-matic's method of distillation automatically maintains rinse solvent in ideal condition . . . all day.

Send me the folder of Facts on the Perk-o-matic

NAME & TITLE \_\_\_\_\_

FIRM \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_

PANTEX MANUFACTURING CORPORATION  
Box 660 A, Pawtucket 10, R. I.



Photograph at right courtesy Celanese Corporation of America; others courtesy Du Pont Company

**BULKY KNIT** coat is 100 percent Orlon, lined with foulard print. Knits will turn up in all types of garments. Check the linings.

**OMNIPRESENT JERSEY** in simple daytime version of Orlon and wool blend. Other uses range up to elaborate draped formals. Watch out for jersey combined with metallic yarn

**SOFT FOLDS** that are outstanding feature of this year's styles are shown in both skirt and shoulder of this gown of Celanese acetate satin, a favorite fabric. These folds call for careful finishing

## New Styles, Old Problems

Fashions for 1957 call for style-conscious care in finishing

THIS YEAR'S FASHIONS may give some pain to drycleaners as admirers of the female form but should present them with few new problems in their professional capacity. Most of those will be concerned with finishing to preserve the soft appearance of folds and draperies in various parts of the garments.

The "easy, casual note," as the fashion writers put it, can be translated in practical terms into "baggy and shapeless." No customer can reasonably complain that her cleaner has spoiled the shape or fit of her loose drawstring blouse, "Edwardian elegance" or the "1912 influence" features an

attempt to introduce long daytime skirts. Any success with this promotion will take at least a year to reach the general public, so the cleaner need not worry yet about the customer who is sure he shrank last year's outfit six inches in the length.

The high waist is prevalent, in cocktail and evening dresses frequently accented with Shirring or drapery over the bosom or midriff to give a Greek-goddess effect. Soft folds around necklines and shoulders and often in skirts, at every conceivable angle, must be preserved to keep the fashion line.

**Pointers:** To preserve the soft rolls, increasing numbers of cleaners are using soft dowels (or sticks) of wood, covered with flannel, in their silk finishing departments. These padded devices are placed inside the bows or folds and a steam iron is applied to the outer edge of the fabric. The dowels help preserve the natural soft lines. Whether the garments are "hard" or "soft" materials, the finish should be soft.

Fabrics lay increasing stress on the synthetics and synthetic blends. Daytime dresses, coats and suits emphasize good old tweed. (For handling of furlike fabrics, see Fabric Facts at

Continued on page 86

*this is your fall*  
**DAY-GLO**  
**TRUCK**  
**POSTER**  
**19 X 25**



**NEW** **press-N-stik**  
SELF-ADHERING • WEATHERPROOF

*Give your truck a  
bright, gay, look!*

Silk Screen printed in brilliant Fall colors . . . Chrome Yellow, Autumn Brown, Black and Fire Orange fluorescent DAY-GLO color. This smart looking poster captures all the rich, flaming glory of the season.

VARNISHED

**YOU DON'T NEED A FRAME WITH PRESS-N-STIK**

Just peel off the protective backing sheet and press on with your fingers. It seals on tight and firm (the adhesive back is just like scotch masking tape), and it can be removed just like peeling the skin from a banana. The whole job takes less than a minute. Does not mar or stain the finish.

**100**  
EACH 25  
OR MORE

\$1.25 EACH 5 or MORE  
\$1.50 EACH 4 or LESS

FOR YOUR STORE WINDOWS  
SAME SIZE, PRINTED ON HEAVY PAPER

**75¢** EACH 25  
OR MORE

\$1.00 EACH 5 or MORE \$1.25 EACH 4 or LESS

**CAPITAL POSTER**

307 CANAL STREET NEW YORK 13, N.Y.

5% DISCOUNT FOR FULL PAYMENT WITH ORDER

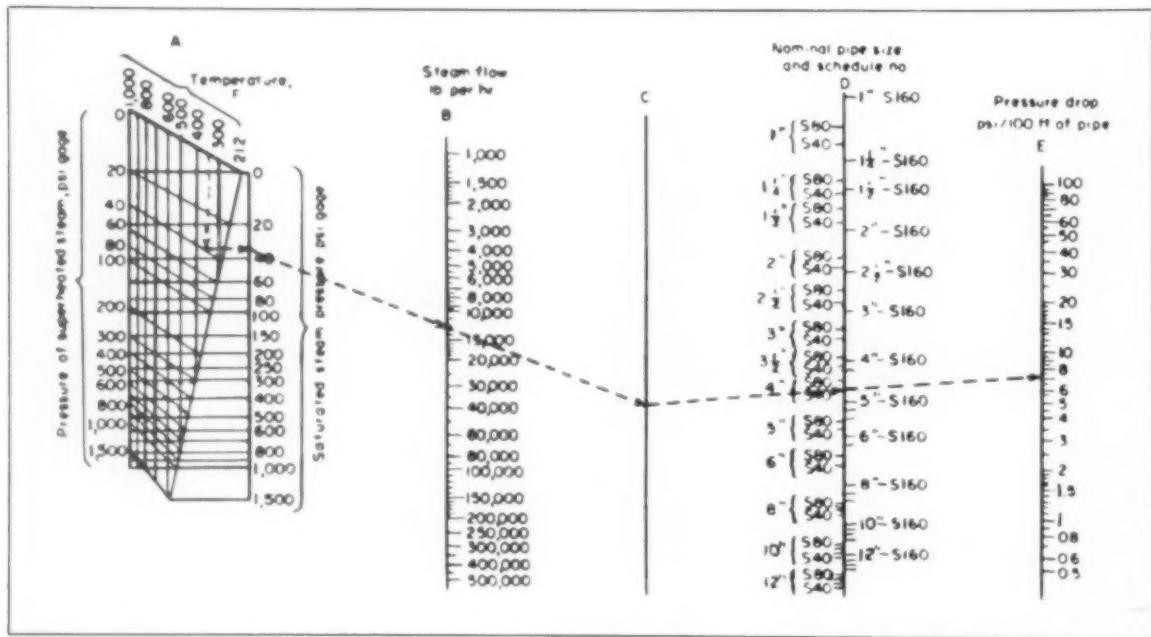


FIG. 1. Standard flow chart diagrams like one above enable making rough estimate of desirable pipe size to adequately handle a steam flow without too severe a pressure loss.

## Are You Meeting Piping's Hidden Toll?

By JOSEPH C. McCABE

ADEQUATE INSURANCE coverage has exerted a strong influence on the selection of equipment in many areas in the average drycleaning plant. This holds particularly for the equipment providing the so-called power services. Boilers and electrical wiring are especially prominent examples.

Many of the requirements the city or state codes and regulations impose on the boilers and the electrical system can be traced to insurance-company demands. And in these well-defined applications these code restrictions prove realistic and as such make good sense as fundamental design guides.

Piping, however, is another story.

### Codes and Design Guides

Generally, state or municipal safety laws dictate any piping codes that are in effect. As a result there is little uniformity from one region to another. The American Standard Code for Pressure Piping (ASA B 31.1) is to

the best of our knowledge still a non-mandatory code. The minimum requirements this code suggests (again principally for safety reasons) have been adopted by the industry as a safety standard for all piping outside the jurisdiction of other codes. But because safety requirements in certain power services can and frequently do double as design aids many plant men feel piping codes can be relied upon to give a well-designed piping layout.

Unfortunately, this is not so, and these piping codes were never meant to be considered as design standards. Actually they represent a minimum and the designer can feel free to design in excess of these requirements. The chief concern of those who administer codes is protection against pressure bursts or undue temperature stresses.

The plant man at this point could very well raise the question, "Just what is so bad about safety and why should a minimum anything be bad?" In the case of piping you certainly

have to make certain that the pipe you select will meet all possible stresses. But there are other considerations such as savings in operating costs, somewhat hidden, that exact their toll and can produce unexpected production problems.

It is a simple matter with the aid of charts such as those supplied by piping manufacturers (Fig. 1) to select the nominal pipe size and the permissible pressure drop per 100 feet of piping beginning from the boiler or pump discharge. But there should be some deep thought as to what constitutes a desired rate of flow through the pipes before you even think of pipe size. Then beyond that comes the effect of the pipe fittings you add.

### Reasonable Flow Rates

Once you have sat down and tallied up how much steam or water you will want to pass through a given pipe under peak load you can then begin to check nominal pipe sizes for the pres-



*“polyethylene bags present a wonderful and eye-catching appearance”*

That's one point reported by Joseph Newman, Forest Hills, N. Y. But, only one of five advantages he finds in packaging clothing in film made of BAKELITE Brand Polyethylene. Here are the others: (1) "Keeps dust and moisture from seeping in" (2) "smart merchandising . . . lets customers see their clothes without exposing them" (3) "lots sturdier than other wrappings" (4) "customers are enthusiastic and ask for them," and (5) "over-all big increase in good-will."

It can pay you to get started on protecting customers' garments with polyethylene. Check these facts with your packaging supplier . . . today!

Polyethylene garment bag made by **Mehl Manufacturing Co.**, Cincinnati, Ohio and supplied by **West Side Corporation**, New York, N. Y.

*It pays to package  
in film made of*



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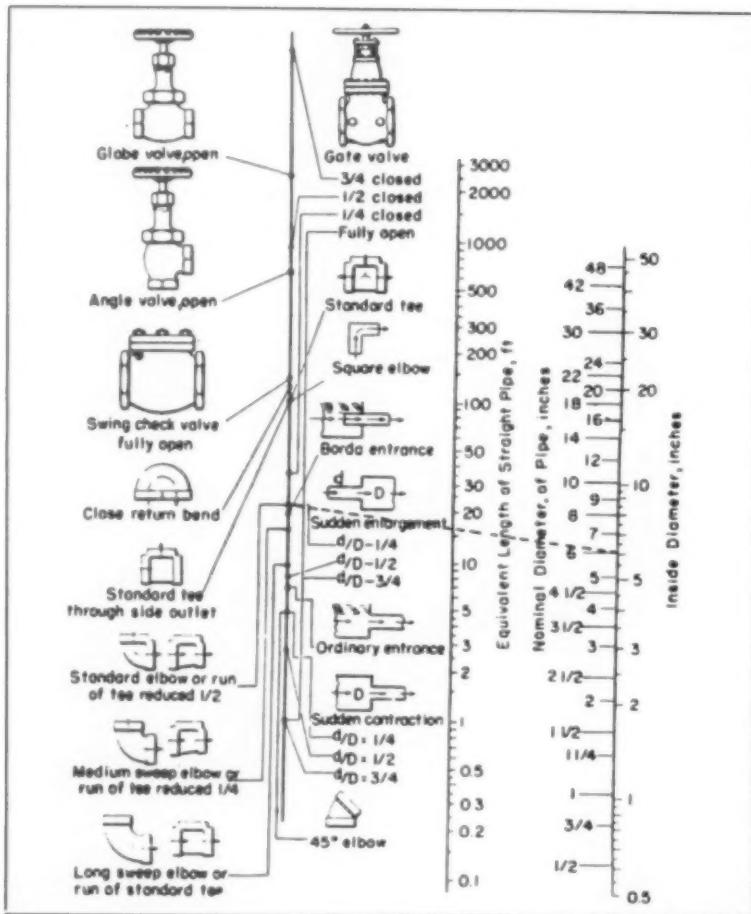


FIG. 2. Fittings, whether valves or elbows, have very strong effect on pressure drop through a piping system. Hence they must be carefully selected and applied.

sures you will use. One consideration you should keep uppermost is to employ reasonable flow rates. It stands to reason that the faster the velocity through any given pipe size, the higher the pressure loss from the pipe friction.

As a rough rule of thumb the friction effect against a fluid flowing through a pipe causes a drop from the initial pressure approximately proportional to the square of the velocity. So that if you were to take two pipes of the same size and push steam through A twice as fast as through B you would have a pressure drop four times as great in A as in B! You could get around this by increasing the pipe size to reduce the flow rates which, in effect, brings you to our original position. The proper starting point is to settle on a reasonable rate of flow. Table I lists a number of values for various services.

The question is bound to come up after a look at Table I as to why there is such a range of flow rates for each service. First off, these values reflect

a spread in pressures at the boiler or pump discharge point. Where sending pressures are higher, such as for high-pressure mains, the smart thing is to take advantage of these levels and design for higher flow rates.

If it were possible to schedule the load of all the fluid users at a steady point then the sensible flow-rate selection through the pipe would be somewhere in the middle of the suggested range. That would give you a happy balance between the costs of too much of a cash outlay for the next higher pipe sizes and the penalties of too

heavy a pressure drop from the next smaller pipe sizes. Furthermore, too large a pipe and too small a flow rate will result in condensation problems in steam lines.

### Effect of Fittings

Once flow rate has been agreed upon you can employ Fig. 1 and start out with an initial boiler pressure and draw a straight line through the desired flow rate to terminate at some point on line C of Fig. 1. This example shows a beginning boiler pressure of about 38 p.s.i.g. (far left in A, Fig. 1) and a flow rate of 12,500 pounds per hour, line B. The service to which this steam was being put was such that a pressure drop of 7.2 p.s.i. per 100 feet of effective pipe length was all that could be tolerated. By drawing a straight line from the reference point on line C to the 7.2 p.s.i. per 100-foot pressure-drop point on line E, the nominal pipe size line D shows a 4-inch, Schedule 40 pipe is indicated.

How about fittings? This represents a particularly difficult question. In Fig. 2 the effect of fittings as they are measured in terms of equivalent straight run of pipe is pictured. By drawing a straight line from the nominal-diameter-of-pipe reference line, far right on Fig. 2, to the appropriate dot on the line for the various fittings, line on the far left, you will cross a point on the middle line which gives directly the equivalent length this fitting represents in straight piping.

As you can see, fittings exact a heavy pressure drop and they should be used sparingly and only where necessary. This touches at the heart of many a plant man's production problems. It seems simplicity itself to tap into an existing steam line and connect up a new steam-using device when such a newcomer seems advisable. To protect that device and to lead the steam to where the device can be conveniently located requires piping tees, elbows, check valves, gate valves, what have you. But as Fig. 2 tells us, each fitting has a varying effect on the pressure reaching the new device. In the example shown in Fig.

Table I. Reasonable Pipe Velocities

	Feet per second
Service water mains	2 to 5
General service water piping	4 to 10
Boiler feedwater piping	6 to 13
Low-pressure steam mains (heating and/or process)	15 to 70
Low-pressure steam	70 to 165
High-pressure steam mains	165 to 400
Steam engine and pump piping	100 to 150
Steam turbine piping	150 to 330

# Do they like Butler extracting washers? Read this - and decide for yourself!

MODEL CLEANERS



PHONE 2385

BREMEN, GA.

Mr. Philip D. DeWitt  
Butler Manufacturing Company  
1858 Cheshire Bridge Road, N. E.  
Atlanta 9, Georgia

November 2, 1955

Dear Phil:

We are so pleased with our purchase of the 60 lb. Butler Extracting Washer that we would like to inform you of some of the advantages we have found most worth-while.

We have been able to eliminate one employee in the cleaning department and also save up to one third of our solvent. The work flow through the plant is much smoother, no waiting for the garments in the finishing department, and no wasted time in the mornings. My partner, Tom Smith, states that he is able to save an hour to an hour and a half on route delivery because the clothes are ready for him earlier.

Your competitors with the open type wheel had almost convinced me of their design, but I am certainly glad that I listened to you and bought a Butler Extracting Washer. The divided pocket is the best selling point as it is just like running two washers at once. I am now able to run mixed loads - light wools in one pocket and dark wools in the other - no lint problems whatsoever and no extractor wrinkles. The garments are noticeably brighter than when done in the conventional type wheels I have used previously, and yet the action is far gentler as I have less buttons knocked off the clothes.

I was also delighted that the installation cost was very small and the servicemen Butler assigned to this job were most cooperative. Be sure to come by to see us soon and if you have any prospective customers, please feel free to bring or send them to visit our plant at any time.

With best regards, I remain



Manufacturers of Oil Equipment  
Steel Buildings • Farm Equipment  
Dry Cleaners Equipment  
Outdoor Advertising Equipment  
Special Products

Factories at  
Kansas City, Mo. • Minneapolis, Minn.  
Galesburg, Ill. • Richmond, Calif.  
Birmingham, Ala. • Houston, Tex.  
Burlington, Ont., Canada



Sincerely yours,  
*Louis McPherson*  
Louis McPherson

LM:AD



## BUTLER MANUFACTURING COMPANY

7452 East 13th Street, Kansas City 26, Missouri

Dept. 13, Room 602, 103 Park Avenue, New York 17, N. Y.

Dept. 23, 1858 Cheshire Bridge Road, N. E., Atlanta, Ga.

Please send folder giving full information on Butler extracting washers.

Name \_\_\_\_\_

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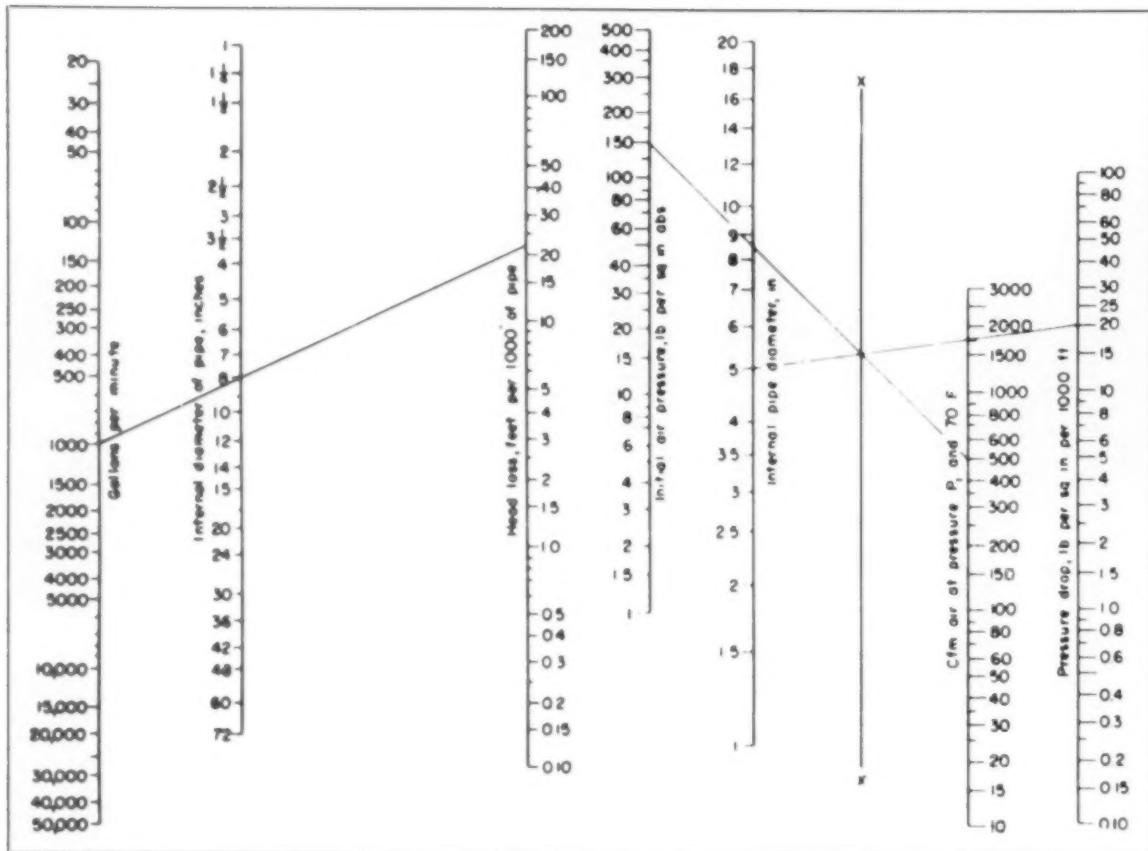


FIG. 3 (left). Standard water flow chart portrays the effect of flow rates and pipe sizes in head or pressure loss. FIG. 4. Compressed air behaves like fluid and, as you could expect, undergoes pressure losses in travel through piping

2 a standard elbow has been put into a 6-inch-diameter pipe and the effect it produces on the pressure within the pipe is the same as if the pipe line had been increased 16 feet!

We cannot stress too strongly the fact that piping systems need to be thought out before they are put in.

Sensible flow rates should be decided and then the effect of all fittings plus that of the length of piping runs calculated to make certain the proper pressure will be obtained at the various machines under normal load conditions. The savings on smaller piping sizes could prove a snare if the ma-

chine never had a chance to operate near or at the proper efficiency levels.

We are including typical piping-company water-flow and air-flow charts (Figs. 3 and 4) which serve, as does Fig. 1, to give rough estimates on piping sizes for various flow rates to produce certain pressure losses. # #

## NEW STYLES, OLD PROBLEMS

Continued from page 80

article elsewhere in this issue.) Knits and jerseys are shown in everything from evening gowns to coats. An interesting note is the description by one fashion publicist of a synthetic-and-wool-blend jersey that "tends to retain its shape." It's up to the dry-cleaner to make the "tendency" an accomplished fact, for knits as well as jerseys.

**Pointers:** It is well to equip the silk finishers with the proper tools. These include flap-covered puff irons, steam iron and water spray gun as well as offset pressing machines. A trowel will work wonders on the offset press for those fab-

rics that cannot withstand heat and pressure from the hothead.

Velvets and velveteens will also be prominent in this fall's styles, for both daytime and more formal wear. Here, again, care is called for. (Complete details on the handling of velvets were given in the article in our Fabrics Facts series of September, 1956.)

**Pointers:** Most velvets that will appear this fall will be of acetate fiber. Fiber damage resulting from heat can be held to a minimum if steam pressures are held within 60 p.s.i. If any badly crushed velvets are encountered they can be restored by spraying them on the pile side with the water spray gun. Turn the garments inside out and tumble in a cold tumbler with several other garments.

Other news in fabrics includes

much use of chiffons and soft crepes. Fabrics of the peau de soie type will be popular and require some special consideration (see Fabric Facts in August 1956 issue).

**Pointers:** For this and other "hard finished" material the hot-head is ideally suited for finishing. The darker colors—red, brown and the like—should be finished on the wrong side. Be sure the press padding is loose and soft to reduce seam impressions.

The fashion people also promise such tidbits as fur trimmings on everything and feather boas that would call for a revival of the lost art of feather cleaning. All in all, however, since drycleaners have long since given up tackling ladies' hats, they should be able to live at reasonable ease with the forthcoming fashions. # #

# CISSELL

## so smooth-so easy

**STEAM-ELECTRIC IRON**

with Electric Thumb Switch and Low-Boy Assembly



### NO FOOT PEDAL NEEDED

A light touch of the Electric Thumb Switch releases steam instantly . . . where needed, when needed.



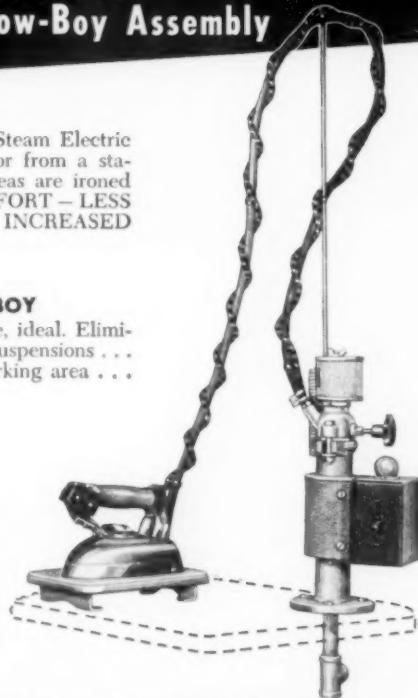
**The  
Cissell Valve  
does  
the job**

. . . it's the heart of the Low-Boy Assembly. Steam-heated Chamber built into valve converts water of condensation into steam **WITHIN THE VALVE** . . . before it reaches the iron. **KEEPS UPRIGHT HOSE CLEAR OF WATER** . . . **PROVIDES DRY STEAM**. Simple, packless valve construction; stainless steel needle stem with **TEFLON** seat; air-cooled coil for continuous use.

**T**his is the Cissell Steam Electric Iron that frees an operator from a stationary position. Large areas are ironed with ease. — **LESS EFFORT — LESS FATIGUE**. The result — **INCREASED PRODUCTION!**

### The SOLENOID LOW-BOY

**ASSEMBLY** is trim, simple, ideal. Eliminates overhead arms and suspensions . . . provides unobstructed working area . . . a necessity for steam-iron operation on an offset press. Assembly includes shielded steam chamber, Cissell solenoid valve, pilot light, switch, cord and hose support, and 5 feet of steam hose. Assembly for Steam-Electric Iron with Electric Thumb Switch and Water-Spray Gun includes condenser.



**W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.**

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles

Foreign Distributors write Export Dept. — Cable Code "CISSELL"

*Consult Your Jobber*

**Cissell Equipment in use the world-over**





MISS EDNA M. MICHELSSEN accepts portrait of late C. C. Hubbard for Institute. Picture now hangs in newly renovated laboratory, dedicated during annual alumni convention

### NID Alumni are told

## Don't Lose Your Shirts!

PRODUCTION TOOK a back seat to sales at the 1956 Back Home Day. The annual meeting of alumni of the National Institute of Drycleaning courses emphasized that selling was the key to continued industry growth.

Attendance hit an all-time high of 450, thanks to the cooperation of the weatherman. (Last year a hurricane affected the registration.) The three-day meet began August 10, with sessions in Silver Spring, Maryland, at the Institute, and the Shoreham Hotel in Washington, D. C.

### Shirt Panel Highlights Talks

It is hardly fair to single out any one part of the meeting, since all portions were outstanding. But special mention must be given the panel on

shirt laundering. The program committee recognized the industry trend toward this sideline service. (It has grown 400 percent in the past six years.) The committee scheduled the major portion of the last afternoon to the subject, "Should a drycleaner go into shirt finishing?"

Brooke Farren of Bell Laundry, Bethesda, Maryland, acted as moderator for the panel. William B. White of the NID presented facts and figures compiled from an industry survey conducted over the past several months. Charles Jacobsen of Monticello Cleaners, Arlington, Virginia; Seymour Faigen of Beverly-Plaza Valet, Alexandria, Virginia, and Arthur Antonopoulos of Highland Cleaners, Lowell, Massachusetts, gave their experiences as drycleaners who have

gone into the shirt laundering field.

According to Mr. White's survey, most cleaners doing shirts did enjoy an over-all volume increase. But this came mainly from the shirts themselves, not necessarily more drycleaning. Furthermore, there appeared to be a correlation between shirt-volume potential and the amount of drycleaning being done by any plant. Those cleaners that were polled indicated a ratio of one shirt processed for every dollar of drycleaning being handled. (In other words, a \$500-a-week plant could reasonably expect 500 shirts potential under average conditions.)

Mr. White further suggested a realistic breakdown of cost figures to be charged to a shirt operation in figuring a plant's profit picture. For example, steam and rent as well as administration costs should be allocated fairly. Based on his survey figures he presented a break-even chart for a typical shirt operation. His hypothetical case involved a conventional two-girl unit which cost, installed, from \$5,000 to \$7,000 plus \$3,000 in auxiliary equipment.

Its capacity was calculated at 2,000 shirts per 40-hour week. At 25 cents per shirt it had a potential revenue of \$500. Costs were broken down to fixed and variable, as follows:

#### Fixed Overhead Costs

Power, light, heat	4.36%	\$ 21.80
Building overhead	3.69%	18.45
Machinery overhead	6.00%	30.00
Indirect overhead	4.60%	23.00
Selling costs	18.32%	91.60
Office & adm.	10.85%	54.25
<b>Total Fixed Costs</b>		<b>\$239.10</b>

#### Variable Costs

Supply costs	15%
Identification, packaging, assembly labor	6%
Finishing labor	16%
Washing labor	5%
<b>Total Variable</b>	<b>27%</b>

Continued on page 90



DOWN-TO-EARTH selling methods were given alumni by Noel Grady of Bishop David Freeman Company. His tips were spiced with humor and cartoons which he drew with lightning speed



PISTOL-PACKIN' C. B. Kasson is known to convention-goers the country over. Vice-president of R. R. Street & Company, "Kass" related successful, proven selling techniques practiced by progressive plants

# CISSELL

EVERYTHING you want  
in a FORM FINISHER



CISSELL FORM FINISHER with 2 sets of Sleevers: \$500, F.O.B. Louisville, Ky. Fully guaranteed for one year against manufacturer's defects.

**Mount Garment**  
**...Set Timer**  
the Cissell Form Finisher  
does the rest!

**SAVE TIME... REDUCE  
FINISHING COSTS**

*Get*

1. Fully AUTOMATIC operation... steams, dries and cuts off.

Permits operator to finish one garment while machine steams and dries another.

2. Beautiful, soft finishing of silks or wools. Moist steam for fast finishing. Even flow of air for uniform pressure and drying.

3. Any size garment finished... from size 1 to the largest. Saves press lays. Free, 360° rotation of form — easy to mount and inspect garment, when necessary. Inexperienced personnel can learn operation quickly.

Improve the quality and speed up production of work in your silk and wool finishing departments. The Cissell Form Finisher quickly restores beauty, natural shape, with a no-shine finish, that your customers want... and appreciate.

**W. M. CISSELL MANUFACTURING CO., INC.**  
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*Consult Your Jobber*

*Continued from page 88*

On these calculations Mr. White estimated 1,550 shirts per week as the break-even point. If only 1,200 shirts are produced, the plant stands to lose \$45, according to Mr. White. If the potential of 2,000 shirts is realized, there will be a profit of \$50.60, when the base price is 25 cents per shirt.

Careful analysis should be made of volume potential, steam capacity, building changes and need for auxiliary equipment before venturing into this field. These were some of the conclusions of the panel.

The talks made by the plantowners on the panel generally concurred with Mr. White's findings. Arthur Antonopoulos, a rising star of the industry, regaled the audience with his experiences converting from an agency operation for shirts to a shirt launderer. Although humorous, his remarks were packed with information and cautions for cleaners to observe in similar ventures. His conclusion: in spite of the problems confronted, it's a good idea to be in the shirt business.

This was the general feeling of the panel members. They cautioned the audience to first check the potential for shirts in the specific market. Then, to preplan carefully as to adequate power, space, sewage capacity, and training of production workers. Shirt laundering is here to stay, and has a definite place in the industry. But without the planning, cleaners can lose their shirts, according to the panel.

#### **Breakfast Meeting**

This segment of the program typified the fast pace of the entire meeting. The educational portion of the program began the morning of August 11. A breakfast program was headed by Malcolm "Spud" McNett, Sanitone Division of Emery Industries, and alumni graduates gave informal talks. Herman Jansen of Vogue Cleaners and Dyers in Salt Lake City, Utah, used a one-word title to cover a broad subject, "Management." He stressed proper selection and training of those who carry out the policies of top management.

He was followed by Theodore Belisle, Parisian Cleaners of Woonsocket, Rhode Island, who spoke on "Give Credit Where Credit Is Due." He gave many answers to problems pertaining to human relations with employees. Richard Vanderlin of Vanderlin's Cleaning Works, Williamsport, Pennsylvania, related his firm's remodeling experiences in a talk entitled, "Modernization on a Shoestring." Photographs were used to emphasize the points raised.

#### **Officers Reelected**

The latter part of the morning was devoted to a regular business meeting. At that time it was unanimously voted to reelect the slate of officers who were holding office. Richard F. Kelley of Melody Cleaners, Oklahoma City, Oklahoma, was retained as president. John A. Ireland of the NID remains as vice-president, and Miss Edna M. Michelsen continues as secretary-treasurer.

The afternoon program was held at the Institute with Roger Carlsen acting as chairman. Winners of the recent alumni contest, "News-Ideas-Doings," were announced by William L. Browne of the NID. Top award went to Frank Kean of Kean's Laundry & Cleaners, Baton Rouge, Louisiana. His entry told of a simple advertising idea. Each of his route salesmen is equipped with a melodious whistle. They announce their arrival to their customers with the whistle, much in the manner of the old postmen. It has created favorable comment and sales. Mr. Kean's prize was a television set plus a clock-radio.

The award for outstanding public relations went to Mrs. Joseph Adamowski of Salzburg Cleaners in Bay City, Michigan. The plant gives fabric care lectures, has signed over its trucks for civil defense use, created a movie of its cleaning plant operations for club use, among other things. It also permits business men to use plant space for meetings, enters floats in local parades and supplies local clothing merchants with up-to-the-minute fabric data from the NID.

Top entry in the employee relations category went to Jack Pittman of Belton, Texas. He has used an unusual incentive system for three years. Under it, the lot system and employee bonus are based on 20 percent of the dollar volume over \$600 a week.

In the production category, William G. Luecke of Chicago, Illinois, described a drapery pleating machine. Invented by himself, it enables him to return draperies to his customers pleated, ready for hanging. He also has invented a drapery hanger that makes it easy to carry drapes; does not bounce or sag while delivery is being made by the salesmen.

A special award on public relations went to a canine entry. A French poodle, "Monsieur Paris," engages in all manner of publicity stunts to help publicize the name of Paris Cleaners in Spokane, Washington. His masters, owners of the plant, have entered him in numerous dog shows, where he has won 27 trophies and 74 ribbons to date. He attends style shows, play openings and other civic events, at-

tracting attention for Paris Cleaners. For working like a "people" he was awarded a sterling silver food tray.

#### **New Sales Ideas**

Following the awards announcement, C. B. Kasson, president of R. R. Street & Co. Inc., gave a rousing presentation on case histories of successful sales ideas. His talk was punctuated with photographic slides illustrating the new ideas he presented. (He further enlivened proceedings by taking a pot shot at your reporter with his famous blank-cartridge act during a picture-taking sequence.)

Rodney E. Callander followed with facts and figures on the box storage promotions used by Callander Cleaners, Newark, Ohio. In 1955 the company spent \$750 on promotion, including open house, sales contests and advertising. Media used were newspaper, radio and direct mail. The results were excellent. The vault was filled to 70 percent of capacity. Orders averaged \$20.50 and gross sales were \$6,800.

Pursuing a similar course in 1956 gave even better results. Gross revenue was \$12,100 and revenue per box was \$20.80. The drycleaning revenue per storage piece is 96.5 cents as against the plant's normal average revenue for drycleaning of 80 cents per garment. The storage charge is not included in that figure. Part of the big gain is attributed to the use of boxes this year against cloth bags the year before.

#### **New Laboratory Dedicated**

Impressive ceremonies wound up the first day's business. The occasion was the dedication of the new C. C. Hubbard Memorial Laboratory at the Institute. Endowed by the late C. C. Hubbard, the new laboratory cost over \$10,000. It provides the industry with the most modern research facilities available, and will keep cleaners abreast of all technological developments, thanks to this great pioneer.

Formal presentation was made by Mr. Hubbard's brother, Leo R. Hubbard. He presented a bronze dedication plaque to Frederick E. Bowers, Parisian Cleaners, Lynn, Massachusetts. "Ted" Bowers, vice-president of the NID, accepted on behalf of President Frank Prather and the Institute. Miss Edna M. Michelsen unveiled a portrait of the late Mr. Hubbard, a gift to the Institute to perpetuate the name of the donor.

The honorable Alfred D. Sieminski (Dem.), representative to Congress for New Jersey, and a graduate of the Institute's 30th class, spoke after the

# GISELL

# DRYCLEANING TUMBLERS

## STEAM-HEATED



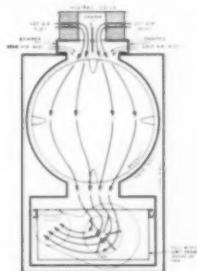
with Cissell 8-Stage Heat Control  
that requires but a second  
to set and reset.



**Single Basket — 36" x 18", 36" x 30", 42" x 42"**



No-sag basket specially designed to take the load without need of auxiliary supports.



**Double Walls add strength . . . greatly reduce heat loss.**

**C**issell Tumblers are built for rough day-in, day-out service — and they're mighty good-looking, too. Today, sensitive fabrics must be dried at a very low temperature to avoid scorching, shrinking and overheating of stains. Selector Knob on Cissell 8-Stage Heat Control can be moved from "Cold" to "Hot", or to any intermediate stage, and the desired temperature is positively maintained. Cissell Tumblers have a large volume of air for fast drying and complete deodorization; a 2-Way Fire Extinguisher; a Static Steam Spray from pre-heated chamber; separate fan and basket motors; heavy-duty Gear-Reducer; full-width Lint Drawer. Simple maintenance — all parts easily accessible.

ALSO AVAILABLE: Cissell Gas-Fired or Steam-Heated Laundry Tumblers: Double Basket "TWIN"; Single Basket 36"x18" 36"x30" 42"x42".

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Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles  
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*Consult your Jobber*

unveiling. His family operates the Brunswick Laundry of Jersey City, New Jersey. He pointed out that the new laboratory would help keep our industry strong and apace of the times. He challenged the cleaners to concentrate on quality for lasting customer acceptance and a greater share of the consumer dollar.

#### More Sales Ideas

The last day's program began Sunday morning with Roland Carlsen acting as chairman. Hal LeRoy, manager of the Institute cleaning plant, discussed "Automation in the Call Office." He described the electrical conveyor system recently installed in the call office of the Institute plant. Slides and a working model of the conveyor dramatized his talk. He also pointed out the use of conveyors in self-service plants. Experiences of a Washington, D. C., plantowner using this idea were related to the audience by Hal.

"Science Is Fine, But . . ." was the apt title of the next talk. Given by Noel Grady of Bishop David Freeman Company, it told the cleaners that nothing happens in a plant until the sale is made. He gave down-to-earth

pointers to make sales clerks more effective. Suggestive selling, personal appearance, politeness and other pertinent points were vividly suggested by Mr. Grady in an interesting chalk talk.

#### Charged-System Findings

The afternoon session began with the aforementioned shirt panel discussion. The program was closed by George P. Fulton, assistant general manager of the NID. He reported the latest findings of the swatch test service offered members, which indicate a continuing acceptance of the charged system.

More plants than ever are using this system and generally are getting acceptable work. However, a significant portion of plants are not getting out enough soil and are running into excessive soil redeposition, according to Mr. Fulton. He reports that this figure runs 6 percent in two-bath petroleum plants and 26 percent in one-bath plants using the same solvent.

In synthetic plants, results were even poorer. Twenty-nine percent of the two-bath plants and 38 percent of one-bath plants sent in unsatisfactory swatches. Mr. Fulton emphasized that the charged system doesn't work auto-

matically, magically. Controls and procedures should be used with common sense, according to the various manufacturers' recommendations, if full benefits of the charged system are to be realized.

While the program was essentially educational, entertainment provided a good change of pace for the registrants. Festivities began with the "Hello Party" the night before the regular meeting. Highlights included the introduction of Miss Bobbie Lee Carlsen, "Miss Back-Home Day."

Wives of those present were treated to a tour of important embassies Saturday morning, including the Egyptian and Russian headquarters. That evening the annual banquet and floor show took place at the Shoreham Hotel in Washington. Award winners of the alumni contest were introduced. Milt Ehrenreich was made an honorary colonel for the state of Oklahoma by President Dick Kelley. This, in recognition of Milt's fine efforts as chairman of the Back Home Day program, Mrs. Richard Kelley received a gift in appreciation of her work for the alumni association. Her husband, Dick, was given a bronze statuette for the work he had done the previous year.—Art Schuelke

## Goodwill Is Virginia Theme

THE THREE-DAY thirteenth annual convention of the Virginia Association of Launderers and Cleaners, Inc., held at Richmond August 19-21, began on Sunday afternoon with a directors' meeting and luncheon. On Monday morning two tours of Richmond plants were scheduled: a launderers' tour of Royal Launderers and Cleaners and the Pearl Laundry Company, and a cleaners' tour of Bradley Brothers Cleaners and Dyers, Richmond Valeria, Inc., and Westwood Cleaners.

On Monday afternoon three addresses were given: "What Good Public Relations Can Mean to You," by Ward A. Gill, director of public relations, American Institute of Laundering; "Dress Right—You Can't Afford Not To," by Michael E. Freeland, American Institute of Men's and Boys' Wear, Inc., and "Customers Wanted—No Experience Necessary," by C. B. Kasson, vice-president of R. R. Street & Company Inc.

On Tuesday morning a talk was

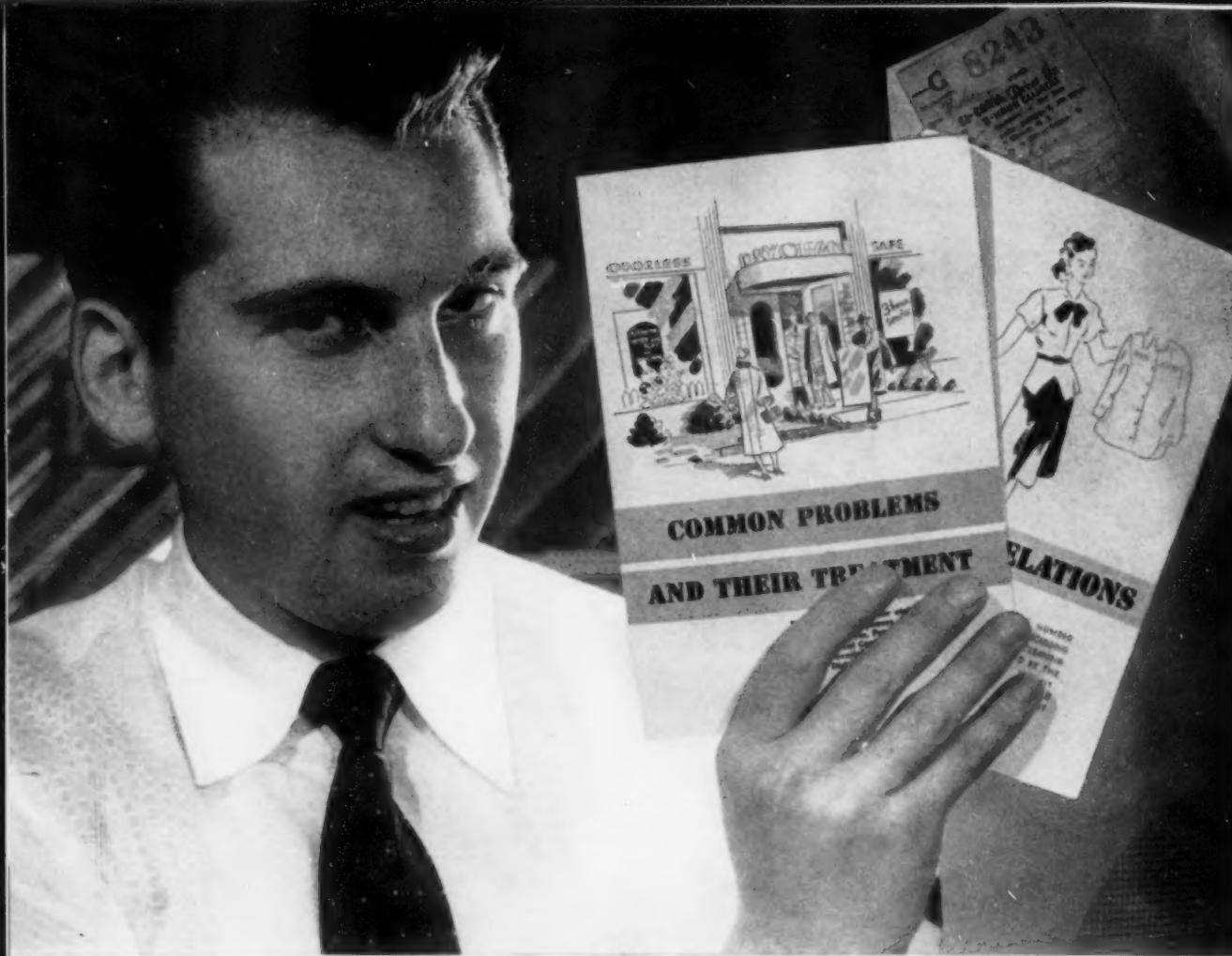
given by Dr. Dorothy S. Lyle, director of consumer relations, National Institute of Drycleaning, on "New Fabrics and Fashions." This was followed by a panel discussion on the theme of the convention, "Prestige and Profit Through Goodwill." The moderator was R. L. Ayers, Jr., past president of the Virginia group, and retailer representatives were Robert B. Underwood, president of Berry-Burk & Co.; S. R. Balderson, service manager of Thalhimer's, Inc., and Miss Mary Moore of Montaldo's, Inc., all of Richmond.

Public representatives were Horace Gans, Better Business Bureau of Richmond; Eleanor Sheppard, member of the Richmond City Council, and Miss Ann Taylor, fashion editor of the Richmond News Leader. The cleaners and launderers were represented by Ed Harper of Front Royal, Thomas W. Ogden, Jr., of Richmond, and O. L. Broach, Jr., of Danville.

On Tuesday afternoon the final business meeting was held, and the following new officers were elected: M. J. Reid of Staunton as president, Dan F. Kelly of Richmond as vice-president, Joseph Logan of Salem as secretary, and R. G. Hines of Norfolk as treasurer. Two directors were elected: Foy Howard of Pulaski and J. E. Glover of Arlington. # #



VIRGINIA OFFICERS, left to right, seated: Dan F. Kelly, M. J. Reid, R. G. Hines, Joseph Logan. Standing: Directors R. W. Walker, T. W. Ogden, Jr., Foy Howard, E. P. Burgess, J. E. Glover, Ed Harper



**MORTY MARR** of Ci-Coria Drive In Cleaners uses DOW-PER manuals as quick reference text books

## "These are my trouble-shooting books"

**New Jersey cleaner finds many profitable tips in operation manuals, other DOW-PER business aids**

Morty Marr, manager of Ci-Coria Drive In Cleaners, Fair Lawn, New Jersey, uses his DOW-PER® operating manuals in every phase of his business. "I especially like two of them", says Morty. "These I call my trouble-shooting books.

"My machine operators refer to the manual 'Common Problems and Their Treatment' every time things aren't running just right. We usually find the answer, and it's written in everyday, easy-to-read language.

"To give our customers the best possible service, we have seven trained people behind the counter on weekdays and eleven on Saturdays. So you can see I get a lot of use out of the 'Customer Relations' manual. It has good information about selling the customer and keeping him happy. Whenever I hire a new clerk, I make sure she knows what's in that manual before I let her meet the public.

"There are six other DOW-PER manuals, and I use them all occasionally. They're a real help in our business. SPOT NEWS, the DOW-PER publication, is a big help, too. It keeps us informed of what's new in drycleaning and gives helpful hints on promotion and advertising.

"Our DOW-PER distributor salesman assists us in special problems whenever they come up. He gives us straightforward, accurate answers to our questions. All in all, we're very happy with DOW-PER and with the excellent service we get from our distributor."

You may find special use for other manuals in the series, such as "Solvent Losses—Cost of Operation" and "An Accounting System". For your free copy of any of these eight helpful manuals, call your local DOW-PER distributor. THE DOW CHEMICAL COMPANY, Midland, Mich.

*you can depend on DOW SOLVENTS*



**ONLY unit  
with  
FULL TIME  
cleaning  
action**



DISTRIBUTORS: A limited number of exclusive territories are available. If interested, contact Carl Blackman, Sec-O-Matic National Distributors.

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NATIONAL CLEANER & DYER

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**TUB IS COMPLETELY FILLED.  
ALL GARMENTS ARE SUBMERGED IN  
SOLVENT THROUGHOUT ENTIRE CYCLE.**

*Every other* synthetic cleaner immerses clothes in solvent for a *fraction* of the cleaning cycle. SEC, alone, offers the "Nautilus" . . . a *vertical action* unit that gently surges solvent through garment fibers *every second* of the cleaning cycle. Result? Faster, more thorough cleaning without beating and twisting. The same action chosen by 25 out of 28 domestic washing machine manufacturers!



**THE NAUTILUS OFFERS YOU . . .** Fastest cleaning cycle in the industry

- Deeper, more thorough cleaning action • Minimum vibration — no costly foundations
- Automatic muck disposal — no messy handling • Greater flexibility — can be set for automatic "charge" or "batch" operation • Space saving installation — tanks, filters, etc., can be placed out-of-the-way and need not occupy valuable working space
- A complete system — not a single additional piece of equipment is required once you've installed the SEC Nautilus system.

**BEFORE YOU BUY,** get all the facts about the NAUTILUS from your nearest SEC distributor. Write us for his name.

CHARGE-ACCOUNT APPLICATIONS are carefully screened at Teasdale Cleaners. This, plus persistent follow-through on billings, kept losses to less than \$10 last year. Delinquent accounts are reminded with sticker fixed to invoice, then phoned until bill is paid



## How Charge Accounts Build Volume

Repeat business assured with proper controls

THE DRYCLEANER who operates a pickup-and-delivery operation knows that any and all customer services he can give are important ammunition against the competition of drive-ins and one-hour cleaners. Service, next to quality work, is the best business builder for such operators, according to D. E. Olmstead, president of Teasdale Cleaners in Cincinnati, Ohio.

Properly promoted, service is a selling tool that can be instrumental in convincing potential customers that they should at least give the firm's drycleaning a try. And once established, it is an additional means of keeping old customers loyal.

Teasdale has found a charge-account service helps accomplish both these aims. By setting up such a service and promoting it consistently the company has added new business, opening 711 charge accounts, for people not formerly its customers, in 26 months. Volume has been similarly increased, with deliveries up 13.8 percent in the same period.

This has all been accomplished with

a minimum of red tape and risk. It has not necessitated the hiring of additional personnel to handle the extra book work. Nor has it exposed the company to undue credit loss. Last year, with approximately 1,500 charge accounts open, its write-off on retail delivery was less than \$10.

Teasdale's interest in establishing a charge-account business began dur-

ing a period when it was engaged in adding and developing routes. Its routemen all had acquired customers whom they carried on a charge basis themselves, leaving the bundle with neighbors or a maid whenever the housewife was not at home.

But while this was a convenience to the customer, it was costly and time-consuming for the routeman. He

### The Teasdale Charge System

#### How It Works:

1. Charge accounts are promoted in all company ads.
2. New accounts are opened only after thorough credit check.
3. Customers are billed monthly on delivered items only.
4. Delinquencies are followed through immediately and persistently.
5. Charge records are used to supply customer control data.

#### Results Reported:

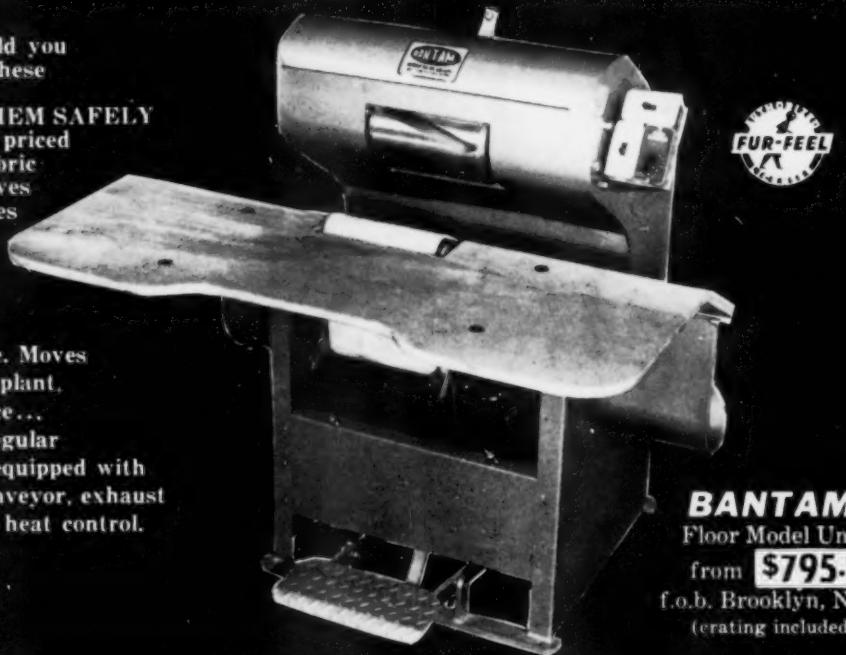
1. 711 new charge customers in 26 months.
2. 13.8 percent increase in delivery volume.
3. Routemen have more time to devote to route building.
4. No extra personnel has been needed to handle book work.
5. Retail write-off last year was less than \$10.

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The N.I.D. has told you how to dryclean these coats, safely...  
NOW, FINISH THEM SAFELY with the new low priced BANTAM Pile Fabric Finisher... removes matting... restores lustre and feel.

Plugs in anywhere. Moves any place in your plant, requires little space... in De Luxe and Regular Models. De Luxe equipped with automatic feed conveyor, exhaust blower, automatic heat control.

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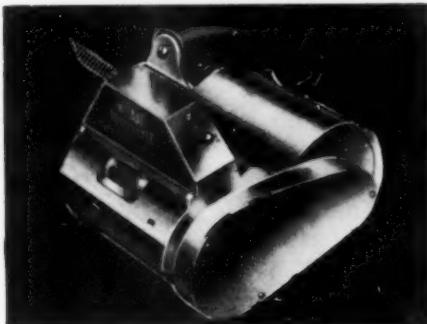
## BANTAM

Floor Model Unit

from **\$795.00**

f.o.b. Brooklyn, N. Y.  
(crating included)

## LUSTERETTE



Here's a lightweight, portable hand model for finishing pile fabrics... anyone in the average dry cleaning plant can use it. Adds sparkle and beauty. \$225.00 f.o.b. Brooklyn, N. Y.

*Fur-Feel* is the approved, recommended pile fabric process available to all plants. No franchise fee to pay... no restrictions.

*Fur-Feel* and only *Fur-Feel* has received full recommendations from all major mills, coat manufacturers, buyers, stores and cleaning experts.

Get all the facts today. Full advertising aids and sales promotion materials, **FREE!**

**\*AND OTHER SYNTHETIC PILE FABRICS  
SUCH AS "FURALLA," "GLENARA," "CLOUD  
NO. 9," "O'LLEGRO."**

### FUR-FEEL CORP.

developed by

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Factory  
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GENTLEMEN: Rush all available information and literature on the **FUR-FEEL PROCESS**. We're interested!

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Name \_\_\_\_\_

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either had to make a special trip back to the home to collect, or wait until he was called again, in the meantime paying the bill out of his own pocket.

Realizing the demand for a charge service, but deplored the drawbacks of such an operation from the route-man's viewpoint, Teasdale management considered why it should not formalize the system, opening charges at the company level and billing customers monthly for their drycleaning. Accordingly, several years ago the company set up a system for opening accounts, controlling credit and handling the necessary book work.

Because it was a new undertaking the management approached it with caution. Since it wasn't sure how collections would run or how customers would respond to the idea, it hesitated to invest money in promotion.

So successful was the service, however, and so smooth its operation, that after a year's time Teasdale began promoting it in all its advertising.

#### Charge Accounts Advertised

At that time the cleaning firm used television with outstanding success. As the city became more and more saturated with sets, however, time rates rose tremendously and it found itself priced out of the medium. Since then it has used radio exclusively, spending around \$800 a month to advertise Teasdale drycleaning and call attention to the charge service.

This does not mean, of course, that an operator in another type of city could not do equally well with this idea through newspaper rather than radio advertising. Any medium, so long as it reaches the public with a convenience story, should do the job.

To put the charge-account idea over, all advertising copy stresses the convenience that a Teasdale charge offers and suggests . . . "Why not call the bookkeeper right now and let her open a handy Teasdale charge account for you," giving the firm's telephone number. This is run in addition to the quality and institutional message each commercial contains. The company does not "sell" the charge account, but is merely using it as an additional service to help sell its drycleaning.

The plant's routemen also have helped promote this service, suggesting to their customers that they open a convenient charge. They have, incidentally, done this on their own, for they are enthusiastic about the idea, finding that it brings them three big advantages:

1. The charge system saves them time. There is no need for them to



PLANT BILLS CUSTOMERS for delivered goods only. This cuts red tape. Accounts-receivable clerk gets invoices out early to encourage prompt payment. Business machines facilitate handling of accounts

stand and wait while the housewife hunts for her purse, then to make change. Each charge stop can be handled more quickly, thus the driver can make a greater number of calls daily and spend more time in building his route.

2. They get a bigger share of the charge customer's business. When a housewife has a regular account she is not nearly so tempted to take clothing to the corner drycleaner but always thinks first of her regular routeman.

3. They no longer need to pay customer's bills out of their own pocket, if the housewife is not at home.

Of course this practice has not been entirely eliminated. Routemen still perform this service for noncharge customers, but they do so entirely at their own risk. The company will not carry a charge unless it has been officially opened through its office.

How does Teasdale go about opening accounts and controlling credit?

First, it has set up a charge application which includes the following information: name of husband and wife (it pays to have both in the event that two families have identical surnames); address; telephone number; occupation; type of work; place of business; references (stores in town).

Applicants usually call this information in, although they may fill out the form and mail it, or send it with their routeman.

If the application is made by phone, as it is in most cases, the bookkeeper, Rey Long, takes the opportunity to tell the customer three things:

1. She explains that Teasdale is a member of the local credit bureau and will check their rating through it. This

has been effective in discouraging many bad risks right on the spot.

2. She explains that if the account is opened the company will send statements approximately by the second of each month and request to be paid by the fifteenth.

3. She explains Teasdale's drycleaning services, and asks the customer always to call if there is ever any complaint or any question the company can answer. This, of course, helps establish a more personal relationship with the customer and is instrumental in creating long-term goodwill.

After the pertinent information on the application has been received, the next step is to check with the credit bureau. According to Mr. Olmstead, he cannot stress the importance of this procedure too strongly. And he would certainly never advise any firm to go into the charge-account business if it does not have a credit clearing house of some kind in its community.

Teasdale has found that you just can't judge a person's ability or willingness to pay his bills by the size of his home, the neighborhood he lives in, or even by his own convincing personality.

In the last analysis management uses its own judgment in deciding whether an applicant is a worthy credit risk. But this decision is based on the information given by the credit bureau. An outright bad record, for example, is turned down without hesitation, as are customers who have a reputation for returning a high percentage of their purchases to local stores.

If, however, the bookkeeper finds extenuating circumstances such as illness or a job layoff that might account

**YOU CAN GAIN EXPERIENCE  
ON SHIRT LAUNDERING—  
CHEAPER THAN YOU CAN  
ACQUIRE IT YOURSELF!**

Here's how! The 106 years of H-K laundering experience is yours for the asking—saving you TIME, TROUBLE and MONEY through our technical help in your shirt laundering department. Why settle for less than the best? Good washing is our business. Write or phone.

A complete line of laundry and dry-cleaning supplies. Send for free booklet, "Better-Way Washing Talks". Nation-wide service.



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INDIANAPOLIS - JACKSONVILLE - KANSAS CITY, MO. - MEMPHIS  
MINNEAPOLIS - NEW ORLEANS - OMAHA - PHILADELPHIA  
PITTSBURGH - ST. LOUIS - SAN ANTONIO - SEATTLE

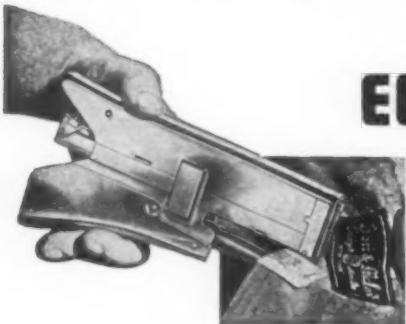
OF QUALITY LAUNDRY AND CLEANING SUPPLIES

TAG GARMENTS THE MODERN WAY...

## STAPLE-TAG 'EM

with the ARROW P-22

Hand Stapler



## ECONOMICAL!

Staples cost only a fraction of the price of clamp or prong-type tags.

## QUICK!

Staples can be applied in a fraction of the time it takes to apply clamp or prong-type tags by hand.

## SAFE!

Staple holds tag secure under the most rigorous cleaning process!



Write for catalog.



ARROW FASTENER CO., INC. ONE JUNIUS STREET, BROOKLYN 12, N. Y.

for the applicant's low rating, she is usually willing to take a chance. In fact, she makes it a practice to telephone such applicants and explain that the company will help them re-establish their credit rating if they in turn will cooperate by paying bills promptly.

In the event that an account must be rejected, the applicant is always notified by telephone. Management never leaves this "dirty work" for its routemen, but handles this phase of the operation through the office without exception.

In calling these customers, Miss Long has found that it is not wise to divulge the reasons for the account being turned down. The information supplied by the credit bureau is of a confidential nature. And, too, there is nothing to be gained by giving the applicant an opportunity to argue.

To handle this with a minimum of embarrassment, therefore, she simply states that "we are unable to open your account, for your credit does not meet with our requirements."

Once an account is opened it is of prime importance to watch credit carefully. Teasdale uses a system whereby all accounts that are more than 30 days delinquent are segregated and given to Miss Long to handle. She

follows through personally on these accounts, using her own judgment and her knowledge of the customer's past performance as a guide.

If, for example, the customer has been consistently prompt pay in the past, she will assume that there is a valid reason, such as a vacation, for the delinquency and be extremely tactful in her approach, possibly affixing a "did you forget" sticker to the next statement.

Those who have been frequent offenders usually are given overdue notice in longhand on their bill. And all accounts that still remain delinquent next receive a personal phone call, or a series of personal phone calls, if necessary.

This cleaning firm has found that this immediate and persistent follow-through is the answer to good collections. If a creditor is not reminded promptly of his debt he is apt to get the idea that the company is lax, and put off paying because he knows he can get away with it for a while. Too, if follow-through is spasmodic rather than persistent, a customer will tend to pay little attention to any reminders he receives.

That's why Teasdale keeps reminding him of the bill, by telephone, until the debt is paid. In fact, it doesn't

even let the promise of a "check by return mail" lull its interest in the account. If the check fails to appear on schedule, Miss Long is on the telephone the very next day.

This close personal attention to follow-through, plus the exercise of caution in opening each account originally, are the two reasons, in Mr. Olmstead's opinion, why the firm lost less than \$10 last year in retail charge accounts.

### Record Keeping Is Simple

In setting up a system for the handling of charge records and monthly statements Teasdale strove to make it as simple as possible and to minimize red tape and duplication of effort. The motivation was not only to keep cost of the service down, but also to keep efficiency high so that statements would go out regularly no later than the first days of each month. This was an important consideration, Mr. Olmstead believed, for customers who receive a bill late are apt to postpone paying it for a full month.

Here briefly is the way Teasdale handles charge records:

To eliminate confusion, a customer is billed for *delivered* goods only. The office record of each charge transaction is not made, therefore, until the routeman reports the delivery on his daily sheet.

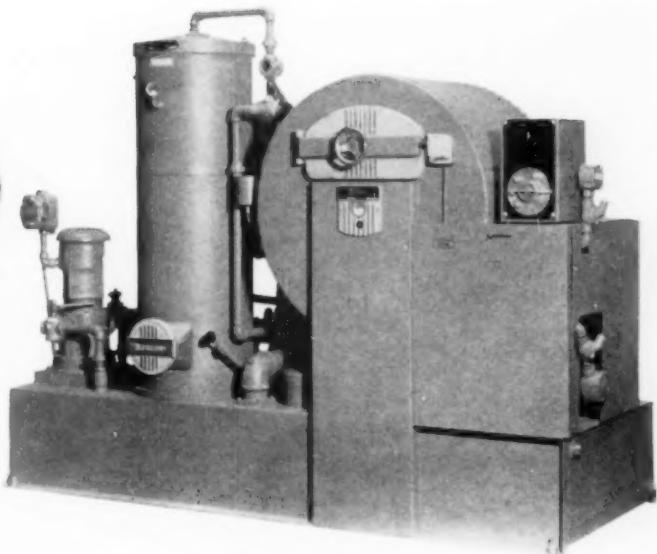
The accounts-receivable clerk then posts this information to various accounts, including the date, entry number and amount of ticket. This same data is printed on the customer's statement.

These records are also used as a type of "customer control." When items are returned for any reason, a notation is made on the customer's record. Thus the company is able to determine, by checking its charge files, whether returns are due to a defect in the process or are simply being made by a chronic complainer.

Still another benefit derived from charge records is the chance it gives the firm to check back and note names of customers who have not sent business recently.

By following through with a telephone call management is able to correct any misunderstanding that may have occurred, or simply show the person that it values her business and would like to serve her again.

The opportunity for creating goodwill, both in offering the service and taking full advantage of the information it provides management with, is practically unlimited. Charge accounts, in Teasdale's experience, are not business builders; they are a way to keep customers loyal. # #



Two-Bath, 48-lb. Stoddard Solvent Unit . . . with explosion-proof Automatic Timer and ALL-IN-ONE TANK (39" x 96"). Extra filter for rinse, optional.

Perchlor or Petroleum, single or two-bath . . . priced from \$3195.

# mercury numatic\*

\* Fully automatic . . . air operated valves

## PERCHLOR AND PETROLEUM

30-lb. and 44-lb. units

36-lb. and 48-lb. units

Based upon allowable depreciation schedules, the cost of fully automatic cleaning in the Mercury Numatic is in the neighborhood of 25¢ to 35¢ per hour (40 hour week) for machinery investment. In most cases the labor saving approximates 40 hours per week, or more, over conventional equipment. Mercury units are available on monthly payment terms or on a LEASE BASIS, with purchase option.

- Completely automatic; for single or two-bath cleaning.
- 2000 GPH Monel tubular filter with 4-way backwash valve and air-sludge-drying.
- Separate motor driven MARLOW self-priming centrifugal pump.
- Full 3" Quick Dump Line . . . to handle FASTER solvent flow . . . fewer re-runs, less spotting.
- Easy to install . . . comes completely piped, wired and assembled.
- Increased volume and savings in labor pay for your Mercury.

## 4400 SUCCESSFUL MERCURY OWNERS

FASTER . . . FASTER . . . SOLVENT FLOW: . . . HIGHER QUALITY CLEANING



1817 Benson Avenue, Evanston, Illinois • DAVIS 8-0710



DRIVE-IN SPACE on three sides with alley at back surrounds remodeled and enlarged plant of Corn Bros. Cleaners in Nashville

## A Path Blazed for Your Future Profits

*Here's how penny savings meant profit dollars in Nashville*

By WILLIAM R. PALMER

THEY'VE FOUND A FORMULA for profit that works at Corn Bros. Cleaners, Nashville, Tennessee. Little of it is new, but from conversations and readings we suspect not all of it is used, either. This case history on finding a path to profit may be helpful to other small cleaners with heavy going.

A four-step formula has been applied practically from the beginning: (1) best possible work on *all* garments; (2) personal relationships with customers; (3) variety in sales promotions; (4) work, work, work.

The other steps brothers Foster and Jack Corn have really learned the hard way: (5) delegate responsibility; (6) keep free for management duties; (7) keep cutting costs, even by as little as one percent; (8) stick to your cost percentages 12 months in the year; (9) program your housekeeping and maintenance.

When their operation shaped into much larger volume two years ago, the Corns found they weren't making any more money. Somehow they had

felt more volume would automatically bring more profits, but it didn't work that way. A long session with their accountant revealed that all the little cost leaks had become larger leaks in direct proportion to the increase in volume. In some cases leaks had increased faster than volume. That's when for the first time they seriously turned their backs on sales and production problems, to study costs as a separate project.

### Supplies the Starting Point

Percentagewise, supply costs were the farthest above NID levels. Since they opened their own drycleaning plant the brothers have always had the reputation for good cleaning. They attributed high supply costs to maintaining this reputation—a sort of advertising expense. But this was costing over 13 percent of sales, or nearly double what it should be.

Foster picked up a fistful of supply bills. The first item happened to be digester. They were buying enough

to supply the whole cleaning industry in Nashville. They digest everything wetcleaned, but wetcleans are reasonably low—and the cost of digesters wasn't.

The cleaner was in the habit of "measuring" out digester by bumping the jar on the rim of the crock until he thought enough had spilled into the bath. Digester was measured into envelopes in the exact quantity of di-

Corn Bros. has a canvas portable pickup station that stands across the street during the morning rush hour, in the driveway of a garage that doesn't open until later. A powerful flasher light of the type used on highway equipment is mounted on this station. Cars can pull onto the garage driveway out of traffic, then ease back into the street again without difficulty. An average of 150 bundles weekly are received here by a presser, who starts his day with an hour or so at the pickup station.

# Want your share of this \$5-Million Market?



## THE FUR FROST® PROCESS

for cleaning and finishing of  
**O'LLEGRO, BORGANA, CLOUD #9**  
and similar synthetic pile fabrics

### GETS YOU THIS BUSINESS . . . KEEPS CUSTOMERS SATISFIED!

**CASH IN NOW** — with the FUR FROST PROCESS — the only method OFFICIALLY recommended by:

- Producers of the synthetic fibre
- Manufacturers of the fabric
- Makers of the coats

Here are 9 good reasons why the FUR FROST PROCESS places you ABOVE competition:

*You get new customers because —*

1. Labels sewn in the garments direct customers to the *Fur Frost Franchise Cleaner*.
2. Hang Tags on garments direct purchasers to the *Fur Frost Franchise Cleaner*.
3. National advertising tells the *Fur Frost Process* story to millions of women.
4. Local advertising directs customers to your establishment.
5. Window and truck streamers keep telling your prospects about *Fur Frost*.

*You keep happy customers and good profits because —*

6. The *Fur Frost Process* eliminates "tricky" handling of synthetic deep pile fabrics . . . assures a perfect job . . . has been proved by hundreds of dry cleaners successfully using the process.
7. It is backed by a \$100,000 Federal Insurance Company Policy — if garment is cleaned only by the *Fur Frost Method*.
8. It is fast and sure, enables you to give quicker service to your customers.
9. You save time and labor.

The *Fur Frost Process* ELIMINATES SPRAYING and extra operations. All chemical work is done in the wheel.

For full information, write or call your local supply house or:

**WHITE FROST CHEMICALS, INC.**

Dept. L, 315 West Putnam Avenue • Greenwich, Connecticut



ON OUTBOUND SIDE of street store is open to 8:30 p.m., gets large percentage of after-business shoppers

gester needed for a soaking bath. These envelopes were sealed and a quantity of them stored in a large glass jar in the cleaning room. As a result digester costs were dropped to normal almost instantly.

Controls were tightened on every single item in the plant. If the owners couldn't figure a way the first time around, they skipped the item and went on to the next. When the bottom of the list was reached, they went right back at the ones skipped. In many cases controls devised for subsequent items could be applied to the tough ones, also.

On many items costs were cut by perhaps only one percent. It seemed rather disappointing at first, but soon all the little cuts began to add up. By the end of the first week supply costs were down by a full one percent of sales. That didn't seem like much, either, except that, if they maintained the reduction, one percent of *annual* sales would be \$1,200 saved on the volume currently done—and "that ain't hay!"

The Corns' experience with dry-cleaning solvent costs shows the effect of both equipment and supervision in cost cutting. Right now chlorinated solvent costs are as low as anybody's in Nashville, synthetic or petroleum. But for years they couldn't get better than 4,000 or 5,000 pounds of garments cleaned per drum of solvent.

Solvent costs were bad. Even the supply house warned them. They'd experiment a little with one thing and another between loads, but didn't dare slow down. The experiments didn't help much. But by steam-stripping the muck, tightening the unit, jacking up housekeeping and maintenance, and scheduling and weighing loads better, they eventually got pro-

duction up to 8,000-9,000 pounds per drum on the old unit.

Last winter a new cleaning unit was purchased and efficiency shot up right from the start. Then as hot weather came on it dropped a couple of thousand pounds. As soon as a combination cooler-heater for the solvent was installed the poundage per drum went back up and has stayed up.

#### Labor Costs Cut, Too

From the supply problem the Corn brothers turned to labor costs, which had always seemed as uncontrollable as any fixed cost like rent. Today pro-

ductive payroll is usually 28 percent of sales, except in summer. All productive employees have guaranteed wages slightly above going rates in Nashville. They actually receive a percentage of the volume they handle. Except on the very lowest summer weeks their paychecks run higher than the guarantees. With a slight increase in over-all annual volume, summer business will be enough to hold the percentage then, also.

Finishers receive 8.75 percent of the total charges on the volume each handles. The inspector, the assembler-bagger and the marker each gets 2.5 percent of gross cleaning volume. The drycleaner-spotters and a helper are



ENLARGED STORE features brushed grain paneling on counter, Roman brick wainscoting, topped by corrugated Homasote partition in robin's egg blue. Shirt unit now occupies far end

**Fast! Smooth! Easy to operate!**

it's the

# BUTLER air press

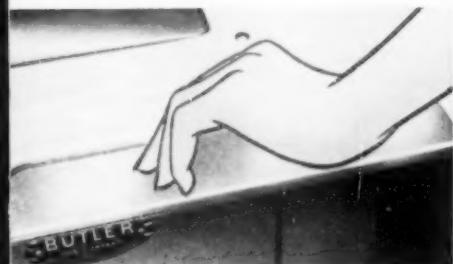
The acid test of a press—and a key to profits—is the volume pressers can handle on it . . . consistent with good quality.

**And big volume you get** with the Butler air press. It's fast—15 to 25% faster than a manual press. Furthermore, it keeps arm and leg motions at a minimum. Your operator stays fresh, turns out as much work from 4 to 5 as from 8 to 9.

**It's smooth.** No new-operator fright. Butler head-speed regulator lets you start a new operator out slow and easy. As he builds up confidence, you build up the head speed. Soon, operator and press are working at full production speed.

**Safer.** A Butler air press virtually eliminates accidents. High pressure, for one thing, can't be applied till the head is within one inch of the buck. For another, there's no foot control to accidentally bring the head into action. Head is controlled only by control bar on table. Neither is there any danger of the head falling if air supply fails. Two balance springs in the back keep the head open till air is applied. And it's a tough, rugged unit, too. The all-welded frame is stronger than bulky, brittle cast iron on ordinary presses.

**Here are a few of the many unusual features.** For the full story, write to the address nearest you.



**Easy-to-hit air control bar**—You could find it blindfolded! Recessed into table right in front of operator. Bar is 18" wide. Operator makes his lay, drops his hand, and down comes the head. He can't miss. No buttons to hunt, no reaching under table.



**Adjustable contact pressure**—Easily adjustable from low pressure for finest gabardines to high pressure for razor-sharp creases. As operator becomes familiar with press, he uses high pressure valve less and less, saving valuable time.



**Oil-sealed ball bearings**—All moving parts on linkage roll on ball bearings. This makes press practically friction-free. Ball bearings oil sealed for life. Others oil impregnated. No bearing lubrication needed ever.



**Instant heat transfer**—Steam hits entire garment at same time. No waiting for it to travel from one end to the other. Permits pressers to do better quality finishing. Baffle plates in all-aluminum head insure fast, uniform escape of steam.



**Hydraulic shock absorber**—Smooth head action is controlled by a two-way hydraulic shock absorber, which cushions head action in both directions. Result: quiet, vibration-free head action at any press speed.



**Bendix-Westinghouse air cylinder**—Applies both low and high pressure to the head. This simple, maintenance-free cylinder is the time-tested Bendix-Westinghouse Roto-Chamber used on the air brakes of big trucks and buses.



## BUTLER MANUFACTURING COMPANY

7452 East 13th Street, Kansas City 25, Missouri  
Dept. 13, Room 602, 1C3 Park Avenue, New York 17, N. Y.  
Dept. 23, 1858 Cheshire Bridge Road, N.E., Atlanta, Georgia

Manufacturers of Dry Cleaners Equipment • Oil Equipment • Steel Buildings • Farm Equipment • Outdoor Advertising Equipment • Special Products  
Factories at Kansas City, Mo. • Galesburg, Ill. • Richmond, Calif. • Birmingham, Ala. • Houston, Tex. • Burlington, Ont., Can. • Minneapolis, Minn.



FOSTER CORN has time for revamping layout now, as well as maintenance supervision

set down for 6 percent (3.6 to the cleaner, 2.4 percent to the helper, as of now). A seamstress gets a flat \$30 per week during nine months. In summer the inspector also does the sewing. Two shirt finishers split 3 percent, and two shirt assemblers and packagers split 2.5 percent (the latter are also the clearing marker and assembler).

Something that *does* help plenty in controlling summer percentages is wool storage. Two small vaults hold over 1,500 coats, most of them wool. They were late in completing the second vault this year, but next summer they expect finishing stored garments to make the difference.

Setting up a labor percentage system was a little tough. The owners took their production records for the previous month and figured what each employee would have made week by week if workers had then been on a percentage basis, using NID figures. In most cases each employee would have earned just about what he or she actually had been paid. Two or three exceptions were ones that had been "doggin' it" and needed jacking up.

It was risky to adopt standards from another plant, but the closeness of the figures for straight salaries versus percentages encouraged the Corns to go ahead with the changeover, anyway. They had to persuade a couple of employees to take a slight cut in current income until the program took hold. This was done by stressing the higher pay to be gained in a very few weeks.

It paid. Attitude toward work

changed. The valves on those presses start talking promptly at 7:00 a.m., and they don't let up until the work's out. Employees want to know how much business is in the house. They like to hear of an increase in volume. And turnover in the crew of 23 has ceased.

The owners have even been able to add a little to the job of each person. Charts have been set up for special work, either housekeeping or maintenance, for everybody in the plant. One curb boy, for instance, empties 11 wastebaskets every afternoon before assuming his station in the store. Other people maintain equipment, clean their stations. The important thing here is that these jobs are scheduled on a regular basis. If they don't get done, management knows whom to check on.

A man comes in every Tuesday afternoon to wash down, polish, oil and grease every piece of heavy equipment. (The plant closes down Tuesday afternoons because it works Saturdays.) The original equipment, mostly secondhand, looked pretty shoddy after a couple of years hard usage and haphazard maintenance. It's been replaced with all new machinery in the past two years and this equipment, thanks to Tuesday maintenance, looks as good and works as well as the day it was installed.

Curb boys are paid 55 cents an hour, and no more. The plant hires only high school juniors and seniors. As they get older and expect higher pay, they rarely increase their zeal or efficiency.

After conversion of the finishing

room to all air-driven presses, the crew has become predominantly female. It was found the women were more dependable, easier to keep quality-conscious. With the all-male crew originally employed, they were never sure who'd be in on Monday morning. With air-driven equipment to lighten the work, men were replaced when they quit or were released.

Thanks to the percentage wage system and the new equipment, the firm has had a total of only 15 days absenteeism in 10 months, much of it involving the same person. The quality of finishing is now consistent with the standard of cleaning and spotting.

This question of quality is so important that, as said before, it blinded the owners to cost factors. They don't go along with what seems to be the popular philosophy that a good job on 90 percent of the garments is all that's necessary. No other business can be run that way. A grocery store won't survive if one box of cereal out of ten is wormy, or 90 percent of the bread *isn't* moldy. The Corns do the best they can on every garment, no matter what the cost.

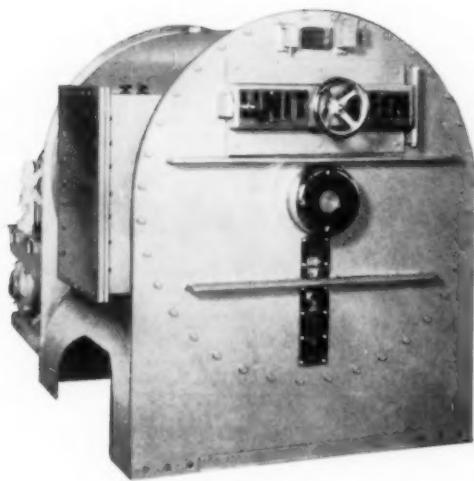
#### Inspection Controls Quality

Much credit for quality control goes to an unusually competent inspector. All the plant's employees are important but she's the key. She comes of good family, knows clothes, styles and fabrics. Her standards are high and her word is law. The finishers get right mad at her sometimes, but they know she's fair. *This is helped a lot by her knack of praising them for good work as quickly as she rejects the do-overs.*

The inspector railroads the specials, also. These can foul up lots and workflow in any plant. By giving her sole responsibility for expediting specials, production on regular work is least disrupted. Feed rails and finished lines at each work station have a section marked off by red tape. Garments with red tags that mark specials are always hung on these "red rails." This is particularly helpful on Saturdays when as much as \$100 worth of specials run through the plant.

An important benefit of cost control by percentages, Jack pointed out, is assurance that they can continue to consistently allot 4 percent of sales to advertising. This is higher than the NID figures, which show less than 3 percent for that volume group. It is the contention of both Foster and Jack Corn that the additional "one percent" is the most effective sales cost—that this is one place where that one percent must be added and not cut! # #

*One machine...one automatic operation*



- **CLEANS**
- **EXTRACTS**
- **SHAKES OUT**

# **B R A U N**

# **UNIT KLEEN**

**COMBINATION**  
**WASHER • EXTRACTOR**

1. **Labor Costs Slashed.** Get increased production from Braun Unit Kleen and use only 2 man-hours per 8 hour shift. Easy to operate Unit Kleen eliminates handling between washer and extractor — one man can manage full production of average cleaning room and have time for spotting, inspection and other duties.
2. **Higher Quality Cleaning.** Over 95% of the work is cleaned without spotting or re-runs through Braun's revolutionary washing action. A big, 44" drop over specially contoured ribs give the clothes an effective washboard action, and squeezes them gently on every revolution for an outstanding 96.7% soil removal.
3. **Faster Cleaning Cycle.** Make the most efficient use of *all* your personnel. You'll eliminate waste time — get

better work scheduling throughout the plant with Unit Kleen's faster, more regular cleaning cycle. And work is ready for pressing with no further processing, and no worry about extraction-set wrinkles.

4. **Tailored Automation.** Braun offers the correct degree of automation for every operation, from the fully automatic (just shut the door and come back at a signal to remove the completed load) to the manual (start and stop each operation with simple controls).
5. **Best Solvent Recovery.** With the washer and extractor in the same unit, there is no loss of solvent through handling of the wet loads. Braun's high-speed extraction and giant size outlets give faster, more efficient solvent recovery, in both one-bath and two-bath systems.

**G. A. BRAUN, INC.**



Pioneer in Automation

Dept. 510

Syracuse, New York

461 E. Brighton Avenue

Braun Unit Kleen is available in 80, 100 and 150 pound capacities, to match every production need. Learn more about these Unit Kleen features: superb, heavy-duty construction . . . dependable operation . . . factory-trained service staff . . . low cost . . . space savings. Write today for full information.

# 8 Reasons

## WHY YOU PAY TO GET THIS MAGAZINE

There are 8 very simple reasons why you, and thousands of readers like you, pay to get this magazine. In general, we believe paid circulation is the surest means of guaranteeing you the best in publishing services, and our belief is based on these factors:

### 1. WE'RE IN THE PUBLISHING BUSINESS, AND WE BELIEVE THE ESSENCE OF THE PUBLISHING BUSINESS IS A DIRECT, PERSONAL RELATIONSHIP WITH PAID SUBSCRIBERS

Every recipient of this businesspaper is a valued customer who pays for the service. He is not just a name on a list.

### 2. WE BELIEVE IN A CONTRACTUAL RELATIONSHIP BETWEEN THE PUBLISHER AND THE SUBSCRIBER

The paid subscription is a contract, and only on this basis is an obligation imposed on the publisher to deliver a specific number of issues containing a quality and quantity of editorial service which will meet the subscriber's needs.

### 3. WE BELIEVE IN EDITORIAL INDEPENDENCE, AND ONLY INDIVIDUAL PAID SUBSCRIPTIONS ENSURE EDITORIAL INDEPENDENCE

Paid subscribers are a vocal and responsive force, quick to note and protest any compromise of independence by discrimination, favoritism or axe-grinding.

### 4. WE BELIEVE A PUBLICATION SHOULD BE DESIGNED TO SERVE FIRST THE INTERESTS OF THE FIELD

The interests of the field are the interests of the subscribers, and their first consideration is guaranteed by the paid, contractual relationship. Because he *pays*, the subscriber is *the boss*.

### 5. WE BELIEVE IN FREEDOM OF CHOICE ON THE PART OF THE READER, AND A PAID SUBSCRIPTION IS THE ONLY WAY HE CAN EXPRESS THIS CHOICE

We don't believe in forcing our service on people who are not interested enough to pay for it. As the individual subscriber lays his subscription price on the line, in advance, that signifies much more than mere acceptance. It represents his active choice of a paper he prefers to read.

### 6. WE BELIEVE IN PRODUCING AN EDITORIAL SERVICE THAT HAS REAL VALUE, AND CHARGING THE READER ACCORDINGLY

If a publication is worth reading, it's worth paying for. Gratis distribution of any product implies a lack of salability.

7. WE BELIEVE THE "READER AUDIENCE" OF A FIELD REVEALS ITSELF WHEN IT PAYS, AND IS THEREFORE CONTACTED MORE EFFICIENTLY AND EFFECTIVELY THROUGH PAID SUBSCRIPTIONS

The "reader audience" demonstrates a positive interest in information on new and better ways to do things when it pays for the privilege of reading.

8. WE BELIEVE THE TURNOVER IN A FIELD CAN BE FOLLOWED MORE EFFICIENTLY AND EFFECTIVELY THROUGH PAID SUBSCRIPTIONS

Normal changes—moves, openings, closings, changes of personnel—as well as changes in responsibility and interest are promptly reflected in the "reader audience" when the paying subscriber controls the relationship.

WE ALSO BELIEVE THAT THE BEST, MOST THOROUGH, COMPLETE AND DEPENDABLE MEANS OF VERIFYING OUR SUBSCRIPTION RECORDS . . . IS HAVING THEM AUDITED REGULARLY AND RIGIDLY BY THE AUDIT BUREAU OF CIRCULATIONS.

WE PAY TRIBUTE TO ABC IN ITS 42ND YEAR OF SERVICE TO PROFESSIONAL PUBLISHING.



**And to Advertisers:**

The eight points listed on this page are the basis for our belief that a paid-type publication provides you efficiently and effectively with an alert and interested audience for the advertising of your products or services.

**NATIONAL  
CLEANER & DYER**

**ABC-ABP**

*Published by the Business Papers Division, The Reuben H. Donnelley Corporation  
305 East 45th Street, New York 17, N. Y., OREGON 9-4000*



COUNTER GIRLS match name and number to last numeral on claim check. Automatic conveyors, recently installed, prompted new order filing system. New Method saves over tenth time formerly needed to locate garments.

## Visible Filing System Aids Call-Office Efficiency

Claim checks are easy to handle even when two girls are rushed

A CLAIM-CHECK SYSTEM aimed toward self-service enables the counter girls to process a faster flow of traffic out of the busy call office at Westside Laundry and Drycleaners, West LaFayette, Indiana.

Weekly volume in the call office at the plant averages around \$2,000. Until this simplified filing system was installed recently, the two counter girls were constantly bogged down with the detail of thumbing through a file box of cards looking for the right name. One file box was used for the alphabetical filing of laundry bundles, the other for drycleaning.

For approximately \$450 in installation costs the plantowners, brothers Harold and Harry Hudlow, have been able to substantially reduce the confusion that used to result when the call office was crowded with custom-

ers waiting around for the girls to locate their garments. The counter girls first had to ask the customer whether he was picking up laundry or drycleaning. As a result there was a constant shuffling in and out of the file box to find the right name. The girls were always in each other's way.

Then, too, there was a possibility that the customer's name had been misfiled in the wrong alphabetical box. In many cases one person in the family would come in to pick up the drycleaning and wouldn't know just exactly what was at the plant to be processed. All this took time.

With the new visible filing system on the wall of the call office each claim check, regardless of whether it is laundry or drycleaning, is filed in

the visible flip folders. The color of the customer ticket denotes the type of service he is calling for.

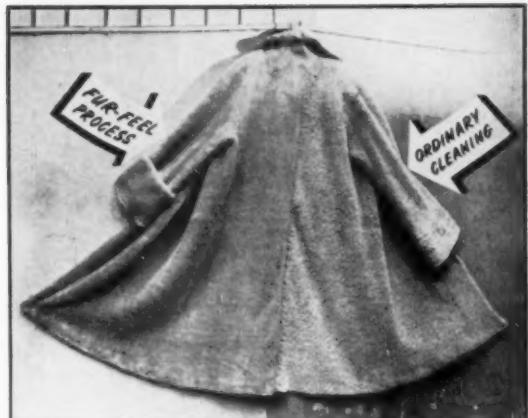
Two sets of files were installed in the call office. One file is arranged alphabetically A through K, the second set contains the letters L through Z. Splitting the alphabet into two files makes it easier for the girls to file separately when the office isn't busy. Therefore, they are able to quickly take care of more office detail during the quiet hours of the day.

The plantowners have arranged their filing system in a 10-digit numerical breakdown in each letter of the alphabet. For example, if a customer with the last name of Smith brings in a garment for cleaning and the order is written on claim check #35425 that garment is filed under S

*Continued on page 112*

**RELIABLE****BRINGS YOU MORE!****NEW! GUARANTEED!****PILE FABRIC PROCESS**

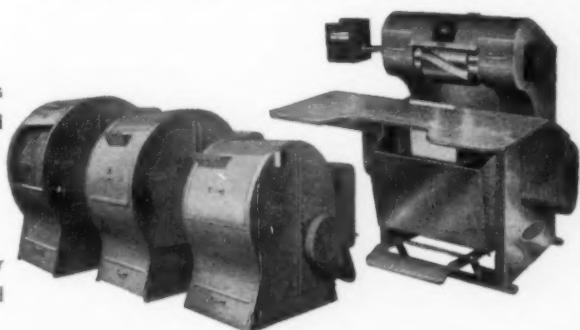
FUR-FEEL is the nationally franchised, guaranteed method for processing pile fabric coats. It rejuvenates and restores Orlon-Dynel to look better than new, feel better than new . . . and crush resistant, too! Reliable is a co-developer of the FUR-FEEL process.



(UNRETOUCHED PHOTO)

**FUR CLEANING**

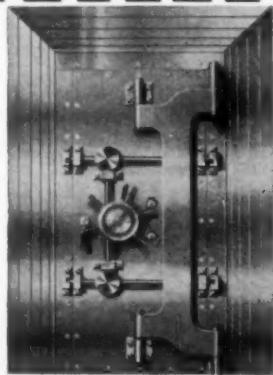
It's the first step in assuring greater volume and profits for all plants. Reliable engineered wood-lined drums and cages provide safe, proper fur cleaning.

**FUR GLAZING**

Reliable's EL-25 furnishes an all-important beauty factor that adds new lustre to fur garments. Patented, produced only by us.

**FUR & GARMENT STORAGE**

Inch for inch of plant space use, no other service produces a more profitable return. Reliable fur and garment storage vaults can pay for themselves in one season. They assure year round income from fur, cloth garment, rug and box storage . . . and they're guaranteed for absolute protection against moth damage, mildew, high temperatures and stale air.

**"YOU CAN RELY ON RELIABLE"**

See Your Jobber or Write Direct

**RELIABLE****RELIABLE MACHINE WORKS, INC.**

231 EAGLE ST., BROOKLYN 22, N. Y.

**RELIABLE MACHINE WORKS, INC.**

231 Eagle St., Brooklyn 22, N. Y.

Gentlemen:  Please send me full details on the FUR-FEEL PROCESS.  
 Please send all information and literature on fur and garment storage and fur cleaning and glazing.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Jobber's Name \_\_\_\_\_

# One way to tell how activated carbon works is

$$\frac{x}{m} = ac^b$$

This is the Freundlich Formula which explains the phenomenon of adsorption in activated carbon. It's the method that proves that NORIT is best to remove impurities from solvent fugitive color excess fatty acid

or, you can try it in  
your own system!

BUT, try them all!

...then you'll use the

new and  
improved



NORIT does not remove soap and there is no build-up of filter pressure. The best proof is to try it yourself!

L. A. SALOMON & BRO. 216 Pearl Street, New York 38, N. Y.

*Continued from page 110*

in the fifth position on the flip file. The last number of the check is the key to the exact location of that garment in the S file. The counter girl can turn to the S file and look for the fifth slip filed in that section. Thus she doesn't have to thumb through the entire letter "S" to find the correct name as she previously had to do.

After garments have been processed a number is written on the back of the claim tag before it is filed in the visible record folders. These numbers correspond to the numbers on the conveyor system used in the call office. When a customer comes in to claim a garment the counter girl asks the name, flips the chart to the proper letter of the alphabet and quickly locates the claim check. Then she looks at the back of the ticket and knows exactly what number to look for on the conveyor to find that particular garment.

#### Counter Girls Like It

The counter girls agree that this new addition, with training by management, has helped them to take care of their customers faster. Both girls are enthusiastic about the changeover from the old-fashioned filing to this easy and simple method of speeding traffic out of the call office. # #

DRY CLEANING																																													
NAME		No. 35425																																											
ADDRESS		DATE																																											
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WHITE CLAIM CHECKS denote drycleaning service, yellow checks are used for laundry. Counter girls were trained to use this simplified filing procedure.

# this low cost solvent cooler

## keeps customers and fattens profits



To keep your customers coming back, to get the "good word" passed around, to make every job a profit-job . . . *this low-cost Ross Solvent Cooler can work wonders for you!*

Small, compact and easy-to-hook up, it is one of the *simplest* ways to assure top cleaning quality . . . one of the *surest* ways to keep present customers sold and encourage new business. Solvent temperatures won't get out of hand to cause color bleeding, discoloration, difficult spot removal, shrinkage, relaxation, "felting", stubborn wrinkles, breaks, ruined sizing and dressings . . . wasteful evaporation, plugged filters, pressure troubles.

Protecting your time, your money and your reputation, this rugged, all copper-alloy unit is an insurance investment that can't be

beat, for it *eliminates the risk*. You never need to worry about overheated solvents wiping out your profits with damaged garments, lost working hours . . . sickening fumes that sap the strength of your workers . . . disastrous fire and explosion. Ross Coolers keep solvents at the safest and best cleaning temperatures.

Make sure you receive the complete story without delay. Mail the coupon below or call your equipment distributor today.

**ROSS HEAT EXCHANGER DIVISION**  
of  
**AMERICAN - Standard**

1469 WEST AVENUE • BUFFALO 13, N. Y.  
*In Canada: Kawartha-Ross of Canada Limited, Toronto 5, Ont.*



**ROSS**  
®

**SOLVENT  
COOLERS**

ROSS HEAT EXCHANGER DIVISION • 1469 West Ave., Buffalo 13, N. Y. Rush literature and prices on your solvent cooler at no obligation to me.		
Name	Title	
Company		
Address		
City	Zone	State



MAIN PLANT of Avalon Cleaners offers same-day service at no extra charge. Each of 22 branch stores can give 24-hour service but regularly supplies three-day delivery. Mass-production methods enable plant to process better than 16,000 pounds of garments per week.

## Mass Production Methods Work in Mass Market

Plant enjoys nearly half century of success catering to low-income families

By LOU BELLEW

WHETHER IT'S GENERAL MOTORS or Avalon Cleaners and Laundry, the same sound business principles apply. Both firms realize that there are several income levels. People in each group spend as their earnings dictate, but they have one common demand. They want value received for each dollar spent.

The automotive giant hits all markets, offering the public low-cost Chevrolets, middle-priced cars and finally luxurious Cadillacs. Avalon Cleaners of Culver City, California, has successfully served the "Chevrolet" market in metropolitan Los Angeles for 45 years.

The firm operates 22 cash-and-carry stores in addition to the main plant store. Low-priced cleaning is featured, with a minimum of frills. Success of this operation depends upon large volume and quick turnover because of the small profit each unit piece pro-

vides. No minor repairs are made, nor are any of the other extras provided. The plant is frank to admit to customers that such service is available in any number of quality plants in that area.

Avalon is catering strictly to the low-income group, processing between 16,000 and 17,000 pounds of clothes each week, on the average. Service is generally three days, although next-day service is available upon request, at no extra charge.

Because of the huge volume, every phase of the business is geared to a very close schedule. Two vans service the 22 branch stores twice daily. Each covers about 75 miles a day. Marking is done by the store clerks, who also assemble their own orders. This frees the main plant of any duties other than processing.

Each store girl is completely responsible for her store's business. It is

up to her to rectify with the customer damage not detected in marking. When such items are noted, she is obliged to call the customer for approval before processing.

The marked garments and their invoices are sent together to the main plant. While the work proceeds, the office personnel enter the sales against each store's account.

After classification the garments are cleaned in synthetic equipment. The plant has used perchlorethylene since 1936. It recently installed new machines to replace an old 75-pound unit and a 150-pound capacity machine. These were used in conjunction with five reclaimers, two of homemade variety. All of this was junked for two new machines that produce a total of 160 pounds per cycle, with modern reclaimers to handle the drying.

Owner Fred Back gained valuable floor space, but more importantly, has



## big capacity

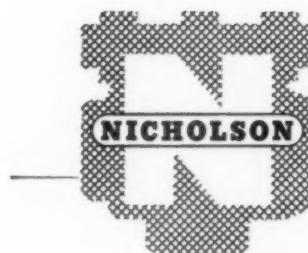
... for faster discharge

All a steam trap does is discharge condensate and air from steam lines and equipment—no mystery about it. The bigger its capacity, the faster it can get rid of condensate. But its importance shouldn't be overlooked. On its effectiveness can rest your economical use of steam . . . the efficiency of your process operations.

You get this high capacity in Nicholson steam traps through effective use of a large orifice. And you get much more—simplicity of design and quality through and through.

- One moving part
- Positive shutoff—no steam waste
- Powerful, intermittent valve action
- Each unit service tested

Specify Nicholson, and be sure.



*W.H. NICHOLSON and Company*

TRAPS • VALVES • FLOATS • METAL PARTITIONS  
LAUNDRY, DRY CLEANING AND PRESSING MACHINERY

14 OREGON STREET, WILKES-BARRE, PA. • SALES AND ENGINEERING OFFICES IN 98 PRINCIPAL CITIES



Write for new  
Bulletin 10-55

SMART WAY TO  
**BLEACHING**  
SUCCESS!



**TEN-MINIT BLEACH**

Makes whites whiter while retaining the original softness of the garment. Takes from 2 to 10 minutes in cold water. It's the most popular wetcleaning bleach on the market today.

**ALL-COLER BLEACH**

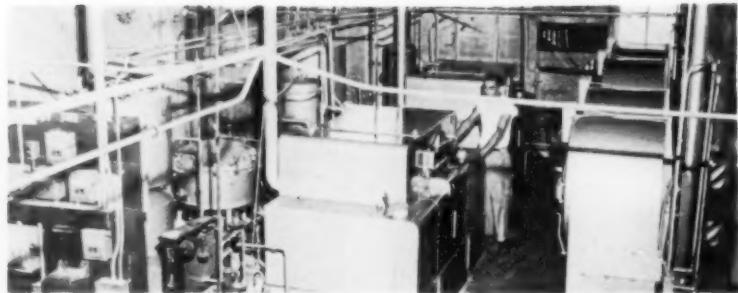
The ideal agent for bleaching color combinations in one operation. It brightens the colors and whitens the whites. Water safe for all colors and fabrics.

Order from your jobber.

*Warco*  
**LABORATORIES**

P.O. Box 6-2066  
Los Angeles 17, Calif.

Send for full-line brochure.



NEW CLEANING EQUIPMENT provided extra space, badly needed in this high-volume plant. Solvent savings over 20-year-old equipment formerly used will pay for installation in less than three years, according to owner Fred Back.

realized dramatic savings in solvent. Costs have been cut in half, and the new units will pay for themselves in less than three years.

After cleaning, dresses, shirts and similar items are placed on hangers. There is a minimum of spotting done, in line with the price structure here. Consequently all spotting is handled by one wool spotter and one silk spotter. From the time the work leaves the cleaning room it takes two hours to have the garment finished, ready to go back on the store rack for delivery by the van. In case a cleaning room breakdown occurs, the finishers and spotters have two hours work ahead of them.

Actual production is handled by 17 employees, in addition to production manager Henry Lingan. The plant works five days a week, but the cleaning room operates four hours on Saturday, getting work ahead for Monday-morning finishing.

Storage area of completed work is confined to a space 15 by 25 feet. Since this is needed to service 22 stores, plus the plant store, it is obvious that a steady workflow must be maintained. Any bottleneck is cause for real concern. Two deliveries per day to each store are important. The trucks must be kept in tiptop shape.

One truck can service all stores by working day and night, but it means keeping someone at the stores at odd hours to handle delivery of the loads.

A rented truck can alleviate this problem, but in any case, it still causes no end of difficulty in the plant.

**Production Is High**

Production is the keyword here. One pants topper and two leggers are expected to produce 900 pairs of trousers in each eight-hour day. If production falls as low as 800 pairs per day, retraining or replacements take place. Minimum dress production is 17 pieces per hour for each finisher. Half pieces are double that figure. Standards for coat production are 30 per operator per hour, regardless of the type of coat.

Workers are paid on an hourly basis. There is no incentive plan. Over the years there has been ample time to figure what production is required in each department. This is based on producing a standard cleaning job, without the care shown in plants that feature quality.

That there is a market for this kind of work is evidenced by the 45 years of good business this firm has enjoyed. At no time has it tried to be all things to all people. Avalon's customers get exactly what they pay for, and apparently like it. The fact that the business operates in one of the largest metropolitan centers in the country gives it an edge. Highly populated areas provide a cushion for any abnormal customer turnover. # #



THIS COULD BE a resort scene, but it isn't. Rear view of Avalon Cleaners in Culver City, California, shows relaxation area for employees' use during lunch and rest periods. Plant night watchman lives in trailer on premises.

# **BETTER INVESTIGATE, MISTER**

**YOU CAN'T BEAT Shields**

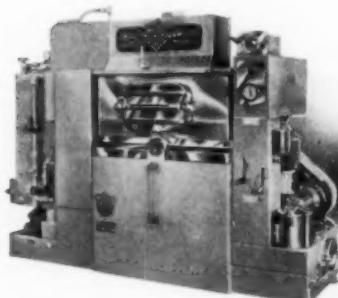
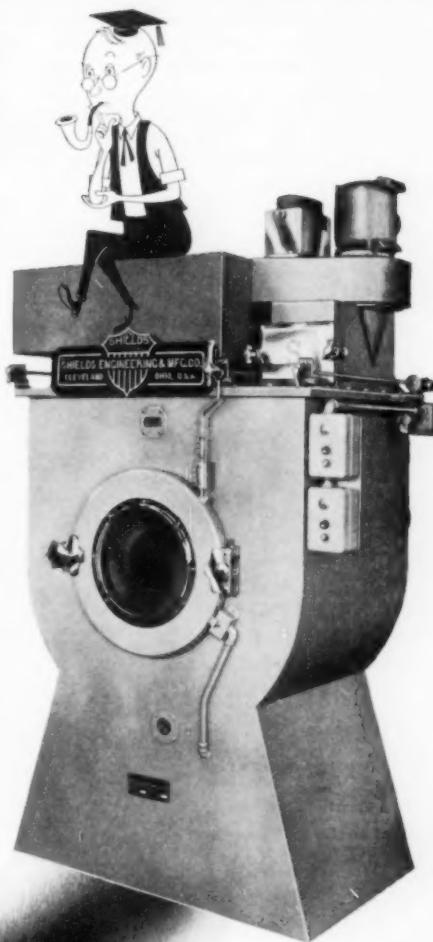
**FOR SYNTHETIC DRY  
CLEANING EQUIPMENT**

The new SHIELDS Sludge Receiver and Reclaimer, an integral part of the SHIELDS Synthetic Dry Cleaning Unit, reclaims solvent that ordinarily would be discarded. After backwash, sludge is automatically pumped to the sludge reclaimer without messy, manual handling. When sludge reaches sufficient level the reclaimer goes to work, reclaiming practically all solvent used. Residue powder is removed dry.

12,000 POUNDS OF CLEANING PER DRUM OF PERK

Many cleaners using 4% Charge and rinse with the SHIELDS unit equipped with tubular filter and combination muck receiver and cooker report: "Cleaning of 12,000 Pounds Per Drum of Perk."

**SHIELDS** Synthetic Dry Cleaning Units (including the Muck Reclaimer) require only 22 square feet of floor space and can be taken through 35" door opening . . . a king-sized unit in a compact package, single or two-bath system.



#### SHIELDS Automatic Cold Unit

#### **CHECK THESE FEATURES:**

**SHIELDS** Solvatrol with 50 pounds capacity, constructed of high-test metals throughout, including a completely monel cylinder. The Solvatrol produces greater load volume (3 loads per hour), at greater savings and profit for you.

SHIELDS ENGINEERING  
& MANUFACTURING CO.  
277 East 156th St., Cleveland 10, O.

**Clip and Mail, Today!**



**SHIELDS ENGINEERING AND MANUFACTURING COMPANY**  
277 East 156th Street • Cleveland 10, Ohio  
U. S. A.

NAME \_\_\_\_\_

10. *What is the best way to increase the number of people who use a particular service?*

**FIRM**

**ADDRESS**

卷之三

**CITY** **ZONE** **STATE**

## ASSOCIATION NOTES

**Local Elections:** At a meeting of the United Retail Cleaners and Tailors Association, Staten Island, N. Y., Joseph Guido, president of the organization, installed Leon Bass as first vice-president and John Fabiani as a two-year trustee. He also appointed E. W. Borchers, Jr., as insurance committee chairman.

The Central Alberta (Canada) Dry Cleaners Association recently elected Don Pearce of Pearce's Dry Cleaners, Wetaskiwin, as president. Vice-presi-

dent is Howard French; secretary, Dale Jones, and treasurer, Munro Roberts.

Directing the activities of the United Cleaners and Laundry Association, Memphis, Tenn., this year will be Kenneth Drake, Drake Laundry Cleaners, president; Willie Green, Highland Heights Cleaners, vice-president; Webb Abbott, Tracy's Cleaners, treasurer, and Joseph Corsette, Krosstown Kleaners and Laundry, secretary. On the board of direc-

tors are Herman Blumberg, Country Club Cleaners; Julius Glassman, Swiss Cleaners; W. O. Pruette, Berclair Laundry Cleaners, and Lehman Smith, Smith and Routt Laundry Cleaners.

James J. McGrail of Wheeling was recently elected president of the newly organized Ohio Valley Better Dry Cleaners Association. Other officers named were Lou Favish, vice-president; Paul Yochum, secretary-treasurer, and Nelson Orth, Roy Packer and John Daniels, executive committee.

# #

**New Local Group:** In Taunton, Massachusetts, a group of drycleaners has formed the Taunton Dry Cleaners Association, electing Manuel B. DeSilva, DeSilva's Cleaners, president.

# #

**Association Changes Name:** The Milwaukee Wholesale and Retail Dry Cleaners Association has changed its name to the Dry Cleaners Guild of Milwaukee.

## N.I.D. NEWS

**COULD THIS BE YOUR PLANT?**

**NEW ARMSTRONG STEAM TRAPS AND PARTS CUT FUEL BILL IN HALF**

American Laundry and Dry Cleaning Company, Salem, Ohio, Gets Back \$246.96

Investment in Less Than 3 Months

American, on the advice of their local Armstrong Representative, invested a total of \$246.96 to replace some traps with new Armstrongs and to secure parts for the remaining traps. As a result their fuel bill was cut in half.

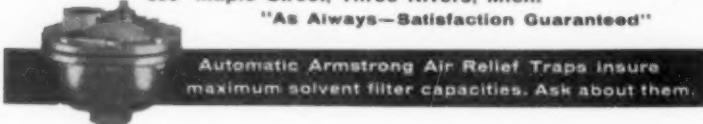
The savings they accrued are typical of many plants who have turned to their Armstrong Representative for help. With steam costs averaging 3c out of every dollar of income, cutting the cost of this one item results in savings of major importance.

The 4-page Armstrong Bulletin No. 233 contains recommended trap sizes to use on all classes of laundry and dry cleaning equipment. Send for your free copy, write:

### Armstrong Machine Works

850 Maple Street, Three Rivers, Mich.

"As Always—Satisfaction Guaranteed"



**NID Courses—1957:** William B. White, director of education, has announced the following schedule of classes for 1957. In the general course the ninety-seventh class will run from January 7 to March 29; ninety-eighth class from April 1 to June 21; ninety-ninth class, July 1 to September 20, and one-hundredth class from September 30 to December 20. In the management course, January 7 to February 1 are the dates for the thirty-ninth class; April 1 to April 26, fortieth class; June 24 to July 19, forty-first class, and forty-second class, September 23 to October 18.

Catalog, application blanks and further information will be supplied by writing to The Registrar, National Institute of Drycleaning, Silver Spring, Md.

# #

**Drycleaners and Civil Defense:** A litter-equipped NID truck was used to show how drycleaners can help in the civil defense effort during a nationwide civil defense television show, which took place Sunday, September 9, at 5:30 p.m. on NBC-TV.

**FREE HAERTEL PLANNING KIT  
TELLS HOW TO BUILD YOUR  
GARMENT STORAGE VAULT**



The free Haertel Planning Kit, complete with suggested vault layouts, will introduce you to all phases of the storage vault business. It contains complete information on how and where to build, how to merchandise your vault, how to price your cleaning and storage, use of storage boxes and many other business building aids.

*THIS COUPON...*

**WILL START YOU  
ON THE ROAD  
TO GREATER PROFITS!**

**WALTER HAERTEL COMPANY**

2838 Fourth Avenue South, Minneapolis 8, Minnesota

- We're interested. Send your FREE Planning Kit.
- We're interested. Have your representative call when in our area.
- We're Very Interested. Have your representative call soon.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

STATE \_\_\_\_\_

CITY \_\_\_\_\_

# NEWS

FROM THE ALLIED TRADES

## Speed-Check Assigns Davis and Warne



WILLIAM H. DAVIS



GEORGE WARNE

R. M. Goddard, president of The Speed Check Co., Inc., Atlanta, Ga., has disclosed the appointment of William H. (Bill) Davis and George Warne as workflow engineers. Mr. Davis, who will cover the state of Florida, has had broad experience in management, advertising and finance. Mr. Warne, in addition to being a qualified en-

gineer, has had a background in plant operation and management. Serving with the Army engineers during World War II and the Korean conflict, he filled many important command and staff posts. Mr. Warne will be responsible for the Baltimore, Washington and Richmond areas, according to Mr. Goddard.

## Young To Head Dow Textile Department



ARTHUR E. YOUNG

Arthur E. Young, assistant manager of The Dow Chemical Company Plastics Department, was recently named manager of the company's new Textile Fibers Department. For the past eight months Mr. Young has been coordinating the Dow team that developed Zefran staple fibers through pilot-plant production.

For the present Mr. Young will keep his office at Dow

headquarters in Midland, Mich. However, a plant to manufacture Zefran is planned by Dow for construction near Lee Hall, Va. Dr. Leland I. Doan, Dow president, stated that other key personnel will be named as planning progresses.

Mr. Young joined Dow in 1937 and entered research in development of cellulose products and in the relatively new field of synthetic coating materials. He was manager of coatings technical service before his appointment as assistant manager of plastics in 1950.

## Brown Retires from Atlas

Kenneth R. Brown, vice-president and director of Atlas Powder Company, Wilmington, Del., retired August 31 after 38 years of service. Mr. Brown's pioneer work in developing the commercial production of sorbitol won him the 1955 honor awards of both the American Chemical Society's Division of Carbohydrate Chemistry and the Commercial Chemical Development Association.

## FMC Combines Westvaco Research and Development

Commercial development activities have been consolidated with research at Food Machinery and Chemical Corporation's Westvaco Chlor-Alkali Division at South Charleston, W. Va., under the direction of William B. Rose, according to an announcement by Franklin Farley, division president. The development section was recently moved from New York. Mr. Farley stated that there are several staff changes resulting from the merger.

Robert R. Dean, former manager of market research, becomes director of the market section of FMC's Westvaco Chlor-Alkali research and development department, handling market research and market development responsibilities.

Dr. Charles H. Braithwaite has been named laboratory section director of the department. He joined Westvaco in 1951, having been previously associated with Westinghouse Electric and with the Shell Oil Company.

Al G. Draeger has been appointed director of the engineering section of the department. He received his B.S. degree in chemical engineering at the University of Wisconsin in 1940 joining Westvaco in 1946.

The department's manager of consolidated laboratory services is Albert Anson, Jr., who received a B.S. degree in chemical engineering at Wayne University. He joined Westvaco in 1940.

## Multi-Clean Names Two

In line with its continuing program of plant expansion, Multi-Clean Products, Inc., St. Paul, Minn., has named two new engineers to its design and production staff, according to N. H. McRae, president. Joining Multi-Clean as its new chief engineer is Thomas Listiak, formerly head design engineer for Almco Division of Queen Stove Works. Daniel C. Boe, who has previous experience as an experimental engineer, has been appointed as a project engineer.

In his new position Mr. Listiak will be responsible for the design of new equipment, tool-

ing and production methods and product analysis. He replaces Charles M. Cassidy, who has resigned. During World War II Mr. Listiak served with the Navy in the North Atlantic and European theaters and at one time he was chief engineer and plant superintendent at Tel-E-Lect Products, Inc.

Mr. Boe, who received his engineering education at the University of Minnesota Institute of Technology, will concentrate on the design and development of floor machines and vacuums in his new assignment.

## New Hoffman Distributor



C. H. HAVNAER, SR.

U. S. Hoffman Machinery Corporation, New York, N. Y., has reported the appointment of Havnaer Supply Company, Inc., Roanoke, Va., as a distributor of Hoffman's complete line of drycleaning, laundry and pressing equipment for southern and central Virginia.

The Havnaer Supply Company is headed by C. H. (Jack) Havnaer, Sr., whose experience in the cleaning and laundry industry dates back to 1935. He helped form the Boggs & Havnaer Corporation and in 1950 organized the Havnaer Supply Company in Roanoke. C. H. Havnaer, Jr., a vice-president of the firm, is a graduate of Virginia Polytechnical Institute, and contributes engineering knowledge and skills to the company's operations.

Other members of the firm include Thomas Lewis, a graduate of Massachusetts Institute of Technology, who is the tech-



PLACING NYLON BAG filled with wet filter POWDER-LIKE SUBSTANCE remaining after 6-7 minute extract cycle. Method is 90% efficient, saves much physical effort, and eliminates the need for a muck cooker.

## New Method of Reclamation . . . Eliminates Muck Cooker

### "Extra-Dry" Process 90% Efficient — Saves Over \$600 a Year

WITH THE GROWING acceptance of synthetic solvent in the dry cleaning industry, reclamation of expensive perchlor is gaining in importance every day. A new, simple method of reclaiming synthetic solvents without a muck cooker has evolved from research conducted by the Manitowoc Engineering Corp., Manitowoc, Wis. Found to be 90% efficient, the new "Extra-Dry" process eliminates the need for an expensive muck cooker while saving the cleaner an average \$600 or more a year in reclaimed solvent.

#### Simple Process

Basically simple, the "Extra-Dry" method is at the same time extremely effective. No extra mechanical equipment is needed — no added steam or power connections are necessary. The only requisite being that the cleaner have a divided, or "two-pocket" washer-extractor drum and the versatility of cycle control provided by Manitowoc cleaning systems. An "Extra-Dry" kit supplied to the user contains two five-

gallon sludge buckets and two fine-mesh, specially-designed nylon zipper bags.

#### Solvent Extracted in 6-7 Minutes

The two nylon bags are fitted into the buckets with the bag tops folded over the rims. Both buckets are then placed one at a time beneath the filter cleanout door and the sludge raked into them. Next, the two buckets are weighed to assure the same weight for both. With tops zipped tight, a bag of sludge is placed in each pocket of the washer basket. The machine is then set to extract for six or seven minutes, after which the process is completed.

This is the simple, "Extra-Dry" method. During the short extract time the wet filter sludge is reduced to a dry, powderlike substance, easily disposable without mess or bother. The nylon bags and sludge buckets may be reused indefinitely. There is no investment of hundreds of dollars in a muck cooker or similar costly equipment. The cost of the buckets and

bags is negligible . . . they're given free-of-charge to new owners of Manitowoc synthetic cleaning systems.

#### Lab Tests Prove 90% Efficiency

Rigidly controlled laboratory tests conducted by Manitowoc research engineers (see box for test details) determined that the "Extra-Dry" process is 90% efficient for solvent reclamation. Assuming the need for approximately 100 filter cleanouts a year, the "Extra-Dry" process can save the cleaner over \$600 annually in recovered solvent — enough for a down payment on a new unit of cleaning or pressing equipment! Yearly cost of solvent not reclaimable averages only \$74!

#### Messy Job Eliminated

Time saved by not having a messy muck cooker to clean must also be considered in the overall profit column. Employees, too, appreciate the comparative cleanliness of the new method of muck extraction. With "Extra-Dry" a filthy job is reduced to a simple 3-step process in which the wet sludge is handled only once.

#### Extra Profit from "Extra-Dry"

The "Extra-Dry" method of solvent reclamation is another modern Manitowoc advancement to help the cleaner's profits rise. This process is almost unbelievable in its simplicity and effectiveness. Your Manitowoc distributor will be happy to answer your questions on this and other new developments. MANITOWOC ENGINEERING CORP., Manitowoc, Wis.

#### "Extra-Dry" Lab Test Report\*

Based on the "Extra-Dry" Muck Extraction method described above, the following test results were noted:

Weight of wet muck	66 lbs.
Solvent Content	45 lbs.
	111 lbs.
Weight of dry muck	70 lbs.
Weight of solvent recovered	41 lbs. (3 gal.)
Per cent of solvent saved	90%
Amount of money saved	\$6.00 (average)

\* A detailed analysis of this lab test is available free-of-charge, without obligation from Manitowoc Engineering Corp., Manitowoc, Wis., Dept. MRS-2.

nical adviser and sales manager, and Carl D. Smith. Mr. Smith was employed by a machinery

manufacturer for 12 years and is known for his technical and sales ability in the field.

#### Hammond Machinery Featured in RKO Movie



A fortunate piece of advertising was given to Hammond Laundry - Cleaning Machinery Company, Waco, Tex., when RKO Pictures selected a Laundramatic installation using Hammond equipment as a set for its forthcoming movie, "Public Pigeon No. 1," co-starring Janet Blair, Red Skelton and Vivian Blaine. The plot concerns the adventures of a city salesman, Red Skelton, experiencing the usual difficulties

with his employers, and his girl friend, Janet Blair, an employee of the laundry.

Since a major portion of the action takes place in a laundry, arrangements were made with Romaine Fielding and Associates, Hammond sales representatives in California, to reconstruct a complete Laundramatic plant on the RKO set. Hammond equipment is prominently displayed throughout the film, scheduled for release last month.

#### Glover Appoints Hawkins Sales Representative



BOYD HAWKINS

Boyd Hawkins has become a sales representative for Bill Glover, Inc., Kansas City, Mo., it was announced recently by the firm's president, Bill Glover. Mr. Hawkins will serve the Central States and will headquartered in Kansas City. He has had extensive experience in the industry for 13 years, three of which were spent as a plantowner. For the past decade Mr. Hawkins has specialized in sales engineering and plant layouts.

Part of Mr. Hawkins' new duties will include conducting

sales and educational meetings with distributors and customer groups. He will be aided in this work by a new movie recently produced by Glover on progressive industry methods and equipment.

#### Trentini Represents Per



MELVIN TRENTINI

Carl W. Blackman, president of Per Corporation, Montclair, N. J., has announced the appointment of Melvin Trentini as sales engineer-factory representative. Mr. Trentini will

work directly with the company's jobbers to build sales and expedite service on Va-Per, Per-Claimer, Per-Cleer and Per-Cooler.

Motor Car Division, Piqua, Ohio, and A. J. Miller Division, Bellefontaine, Ohio. It is understood that each company will retain its identity and continue to operate under the direction of present personnel.

#### Pacific Adds Distributor

Product merchandising for Pacific Steel Boiler Division, National-U. S. Radiator Corporation, Johnstown, Pa., has been expanded in southern New Jersey and throughout Delaware by the appointment of a new sales representative, R. B. Sweet & Associates, Abington, Pa. E. J. Grady, vice-president of the Pacific Division, reports this suburban Philadelphia firm is operating as a suboffice under the division's district sales office in Philadelphia where W. D. Braden is district manager.

#### Marlow Staff Addition



HARRY KOCIENCKI

Marlow Pumps Division of the Bell & Gossett Company, Ridgewood, N. J., recently announced that Harry Kociencki will join its sales staff at the Midland Park, N. J., office. After graduation from Stevens Institute of Technology in 1954, Mr. Kociencki was employed by a well-known allied trades firm as an application engineer. In his new position Mr. Kociencki will handle contacts with dealers and distributors for the Midland Park office.

#### Divco Acquires Wayne

G. E. Muma, president of the Divco Corporation, Detroit, Mich., and Newton Glekel, president of Wayne Works, Inc., Richmond, Ind., recently announced that an agreement has been reached whereby Divco, through an exchange of stock and cash, will acquire all assets of Wayne Works, Inc., and its subsidiaries, including Meteor

#### Field Joins Carman-Conley



CHARLES FIELD

The appointment of Charles Field to the sales staff of the Wisconsin branch of Carman-Conley, Inc., Chicago, Ill., was recently announced. Mr. Field will replace Al Lamsey, who has retired after spending almost 25 years with the firm.

Mr. Field has a wide range of experience in the textile maintenance industry, having managed several plants in Wisconsin and Illinois. He will headquartered in Milwaukee and will travel the same territory Mr. Lamsey covered.

#### Detrex Appoints Gardner



HERBERT H. GARDNER, JR.

H. R. Norgren, general sales manager, Drycleaning Division, Detrex Chemical Industries, Inc., Detroit, Mich., has disclosed the appointment of Her-

Now—A Revolutionary NEW Steam Trap!

INSTALL  
IT—



FORGET  
IT!

SO RUGGED

SO SIMPLE

this steam trap practically eliminates maintenance

*Major advance in trap design!*

1. A CAP



2. A DISC



3. A BODY



Imagine a steam trap machined from a solid block of stainless steel. A trap with only 3 parts...cap, disc and body...and not even a valve-closing mechanism—the kinetic energy of steam closes the valve and **ONLY** the TD uses this new operating principle.

That's the revolutionary new Sarco type TD. It has only one moving part...a hardened **SOLID** stainless steel disc. And it is not affected by superheat, water-hammer, corrosive condensate. That's why we can say **INSTALL IT—FORGET IT!**

Use the **SAME** trap for 10-600 psi...for light or heavy loads...without seat or valve change or other adjustments. Closes tight on no load—no steam waste.

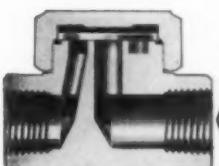
Ask for a 60 day trial installation of Sarco TD trap and strainer...write for bulletin 257. Sarco Company, Inc., Empire State Bldg, New York 1, N. Y.

STRO-B

# SARCO

Only Sarco Makes All 5 Types

That's why Sarco can give impartial advice on proper steam trap selection.



**SIMPLICITY ITSELF!**  
No valve-closing mechanisms to wear or stick. No critical clearances to choke. No gaskets to leak. Only moving part a **SOLID** stainless steel disc.



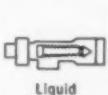
Thermodynamic  
Steam Traps



Thermostatic  
Steam Traps



Float  
Thermostatic  
Steam Traps



Liquid  
Expansion  
Steam Traps



Camlift Bucket  
Steam Traps

bert H. Gardner, Jr., as Midwest regional sales manager.

A graduate of the University of Michigan, Mr. Gardner has been associated with Detrex for 16 years. He served in the U. S. Army for four years. Mr. Gardner is well known throughout the Midwest, having worked for many years in that area as a sales engineer.

### Woman Executive Still Active at 85

A full-time executive and mother of six sons, Mrs. Vivian D. Van Dyne continues at the age of 85 to actively conduct Adco, Inc., Sedalia, Mo., as president and chairman of the board.

The company was founded in

1908 by Mrs. Van Dyne and her late husband, John R. Van Dyne, Sr. Upon his death in 1916 Mrs. Van Dyne and their eldest son, Clifford, took over joint management. When Clifford joined the Armed Forces Mrs. Van Dyne assumed full responsibility, and continued after his untimely death.

As her other sons completed their educations they, too, joined the firm—Charles in 1925, John in 1931 and Dick in 1934. Charles managed the company and John and Dick were in the sales division until they took time out for World War II. John returned as sales manager and Dick as assistant sales manager. All three sons are now executive vice-presidents.

Mrs. Van Dyne has expanded

the firm from a small local business into a worldwide organization, with the help of her sons and her employees, including Alexander Fabry, chief chemist, who has been with Adco for over 29 years, and Dr. J. C. Alexander, well-known research chemist.

### SLRA Holds First Clinic

On the first anniversary of its organization, the Suede and Leather Refinishers of America met in Chicago the weekend of August 11. Highlights of a project-packed program included a report from the executive director, Allan J. Copeland. Mr. Copeland presented the year's accomplishments and compared

them with the objectives set forth a year ago.

Discussed and agreed upon by the membership were participation in the exhibit of the National Outerwear and Sports-wear Association at the Commodore Hotel, New York, October 28; a program of advertising; a standardized format for price lists; personnel training classes; a speakers' bureau; window decals for retail outlets, and a code of ethics.

The board of directors was reelected by acclamation. The president is C. K. Kirkpatrick, Los Angeles and Chicago; vice-president, Martin Stein, Sharon, Pa.; secretary, David Birenbaum, St. Louis, and Daniel Weinberg, Kansas City, is treasurer. Mr. Copeland will continue in his present office.

## NEW PRODUCTS AND LITERATURE

Continued from page 10

ed on a heavy, nontilt base and has an attractive enamel finish.

For free illustrated literature on this product write to Bishop David Freeman Co., 1600 Foster St., Evanston, Ill.

### Forse Shows Drycleaning Line

With the introduction of three machines, the Master Legger, the Master Topper and the Master Conveyor, Forse Corporation announced its entrance into the drycleaning line. Representatives of 25 jobber organizations from all parts of the United States and Canada attended a preview showing of the 1957 line of Forse laundry and drycleaning equipment at the company's new plant at Anderson, Indiana.

Laundry and drycleaning equipment to be offered in Forse blue, white, seafoam green, white and dusty yellow will be available in September or October.

For more information contact Forse Corporation, 600 W. 14th St., Anderson, Ind.

### Perk Campaign Boosts Drycleaners

Drycleaners who use synthetic units have responded with much interest to the "Recognition for the American Drycleaner" campaign recently launched on "Perk" by Stauffer Chemical Company. Advertising is appearing regularly in *The NATIONAL CLEANER & DYER* and other trade magazines.

The first ad of the series announces the availability of a handsome window decal. This is gummed at the edges and can be quickly affixed to a window by its own adhesive. Striking and colorful, with a short message, it tells customers and prospects that the drycleaner "Perks 'em up with Perk."

Stauffer is also producing small promotional pieces for the drycleaner's use. These are of appropriate size to be tucked into a pocket or fold of garments on delivery. The argument is amusingly presented and tends to discourage people from dabbling in home care of garments.

The various promotional pieces for use by the drycleaner can be requested direct from Stauffer Chemical Company, 380 Madison Ave., New York 17, N. Y.

### YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention **NATIONAL CLEANER & DYER**.

### Eaton Publication

"Sizing Story," a new bulletin issued by Eaton Chemical and Dyestuff Company, discusses the increasing use of

the sizing process and various methods of sizing application including the spray method, the dip method and load sizing. Eaton's sizing products are described and a chart presents the methods of application and directions for use as well as the advantages and limitations

of each product. Finally under the heading "Textile Finishing" the range of materials used for fabric finishing are catalogued and discussed.

Copies of this brochure may be obtained from Eaton Chemical and Dyestuff Company, 1490 Franklin, Detroit 7, Mich.

### "Gentle Clean" Promotion



A new program of advertising and promotion has been introduced by the Butler Manufacturing Company. Included with an announcement of the "Gentle Clean" process used by Butler synthetic and petroleum units are permanent display material, a lighted wall clock, 4-by-4-foot lighted plastic identification sign, counter cards and window cards, window

banners, book matches, a newspaper ad mat service, imprinted direct-mail pieces and hanger tags.

Four seasonal promotions are designed to build traffic and increase volume. The appeal for summer is built around appearance insurance and emphasizes drycleaning of cottons, nylons, Orlons and Dacrons. The fall display provides a quantity of

Don't Miss This Big Feature,  
Another **NATIONAL CLEANER & DYER** "first in the field"

## THE PROS AND CONS OF THE CHARGED SYSTEM

Only **NATIONAL** brings you the kind of feature you'll find in the December issue.

Across the length and breadth of the industry, plant-owners are wondering about the problems involved in the charged system.

Many, in confusion, are asking, "Should I use a 1% charge? A 4%? Is double bath preferable to the single bath technique? What about moisture controls and distillation practices? How about charged cleaning in perk?"

So far, facts needed in answering these bewildering questions (and many more) have been scattered throughout the field. But in December, **NATIONAL CLEANER & DYER**—as one more of its many services to the industry—presents a complete roundup of opinion on the problem.

With months of preparation, thousands of travel miles, and dozens of interviews to his credit, in the December issue **NATIONAL**'s editor will report full facts on the charged system—facts collected at the source: soap manufacturers themselves, and the officials of N.I.D.

Watch for this important feature. Authoritative, complete, it's bound to improve plant efficiency, production, profits!

### **The December NATIONAL CLEANER & DYER**

**brings you a complete  
roundup of opinion on**

- *strength of charge*
- *one or two bath*
- *method of moisture control*
- *cleaning cycle*
- *alternate methods*
- *standard procedures*
- *titration tests*
- *fatty acid tests*
- *filtering agents*
- *equipment requirements*
- *special requirements*
- *distillation procedures*
- *anti-static properties*
- *wetcleaning and rerun procedures*

## **NATIONAL CLEANER & DYER**

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910  
305 East 45th Street, New York 17, N. Y.  
OREGON 9-4000

**ABC / ABP**

*Published by the Business Papers Division, The Reuben H. Donnelley Corporation*

colorful face masks to be given away free to children. The theme of this season is "Unmask hidden beauty in your clothes." A fur stole is offered as a customer prize in the winter promotion. For the spring, storage-box promotion is pushed by means of the Magic Box idea.

For more information on this program write to Butler Manufacturing Company, 7400 E. 13th St., Kansas City, Mo.

#### Worthington Compressor Booklet

A new booklet designed to help locate and correct common air-cooled and water-cooled compressor troubles has been released by Worthington Corporation. A cartoon sequence

gives a full description of compressor troubles—from failure to deliver air to excessive oil consumption.

For copies or further information direct request to Worthington Corporation, Merchandising Sales Department, Harrison, N. J., specifying Bulletin PC-509P.

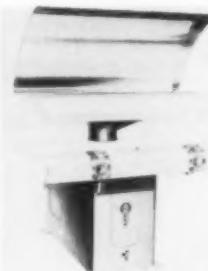
#### Hoffman Package Plant

Merchandising a complete drycleaning plant as one package from initial survey to installation is the program of a Profit Plant Plan currently being promoted by the U. S. Hoffman Machinery Corporation, 105 Fourth Ave., New York 3, N. Y., in a series of luncheon meetings being held throughout the country. According to Louis Allen, Hoffman manager of distributor relations, the packaged plant includes the selection of complete equipment, accessories, details of decor, a handbook of in-plant operating methods and a scientifically estimated income potential, all geared to the needs of the individual operator.

The luncheons have been held, thus far, in the Hotel Statler in New York, the Roosevelt in New Orleans and the

Statler in St. Louis. A national advertising campaign, explaining the details of this plan, is now in progress.

#### New Pillowcase Press



A new press, designed to finish pillowcases of any standard size in one lay, has been shown by the Unipress Company. A special feature of the unit, Model C4227 Pillow Case Press, is the extra large buck measuring 42 by 26 3/4 inches, which makes it easy for the operator to finish even large cases in one lay. Model C4227 also has the Unipress high pressure said to provide even, high-quality finishing plus many other features.

The press can be used singly in conjunction with an ironer, or in units of two or three. The company affirms that when used in units of three, one operator can produce approximately 325 pillowcases per hour. This press can also be used for finishing small flatwork pieces when not needed for pillowcase work. Over-all floor space required, including table, is 48 by 48 1/2 inches.

For details and floor plans contact The Unipress Company, 2800 Lyndale Ave., S., Minneapolis 8, Minn.

#### McDonnell & Miller Booklets

A Condensed Catalog and a new Service Guide have been published by McDonnell & Miller, Inc. The latest edition of the Condensed Catalog has eight pages and includes more detailed selection information; new pump controls and relief valves, and a few specialized float valves and switches which have application in heating and air conditioning.

The Service Guide, a new publication, is aimed toward better care and maintenance of

#### YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.



## GAS BOILERS

Vertical tubular  
Vertical flueless  
Portable horizontal

## OIL BOILERS

Vertical tubular  
Vertical flueless  
Portable horizontal

Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

40th Year

Over 10 sq. ft. heating surface per H. P. all sizes of HRT's.

**P. M. Lattner Mfg. Co. Cedar Rapids, Iowa**

Dealers & Distributors most everywhere

company products in the field and contains a variety of trouble-shooting and service data. This guide is part of a new McDonnell policy that simplifies stocking of repair parts for jobbers and enables any contractor to render servicing right on the job. The list of repair parts has been refined to a few standard interchangeable assemblies to assure factory control of all critical dimensions and adjustment.

Copies of the new Condensed Catalog and the new Service Guide can be obtained by writing directly to McDonnell & Miller, Inc., 3500 N. Spaulding Ave., Chicago 18, Ill.

### Newhouse Distributes Ironing Shoe

E. J. Newhouse, president of the Newhouse Specialty Co., Inc., has announced that the company has taken on national

distribution of the new Jacobson Magic Ironing Shoe. This shoe has a stainless-steel inner liner, which serves to spread the steam evenly over the entire surface of the iron and is said to double the life of the shoe itself. The new shoe comes in two models, one to fit the Cissell iron and one to fit the Dryco iron.

According to Mr. Newhouse, the base of the Magic Shoe is a special Kelon-T material that is stainproof and noncorrosive and will take up to 600°F while maintaining a uniform air-cooled temperature. The frame is die-cast polished aluminum, with a stainless-steel tension spring.

Also available is an asbestos and fiber-glass iron stand which the Newhouse firm claims prevents scratching and scorching.

For further information write to Newhouse Specialty Co., Inc., 3827 San Fernando Valley, Glendale, Calif.

### Fur-Feel Offers Bantam



The Bantam, a pile-fabric finishing unit designed specifically for Orlon-dyne pile, has been introduced by Fur-Feel Corporation. The machine can be used without changes or adaptations for fur finishing.

Available in the regular and de luxe series, the Bantam requires no installation, will plug in anywhere in the plant and is said to occupy minimum space. A powered cradle, blower

mechanism and thermostatic temperature control are features of the de luxe series. Both units will be serviced by Reliable Machine Works, Inc.

Fur-Feel also manufactures the "Special," a larger, fully equipped pile-fabric finishing unit; the "Lusterette," a hand model finishing unit, plus chemicals that are used to clean and condition Orlon-dyne deep-pile fabrics.

Further details may be obtained by writing Harold Friedman, Sales Manager, Fur-Feel Corporation, 238 Eagle St., Brooklyn 22, N. Y.

### New Measuring Device

The old "stoop, squat, and squint" involved in measuring trouser leg lengths are eliminated by using the Perfection trouser length measuring device, according to inventor Ed Finnegan. Patented by Mr. Finnegan.

**NOW! 8 to 10 Second Customer Service!**

**and UP TO 40% MORE HANGING SPACE**

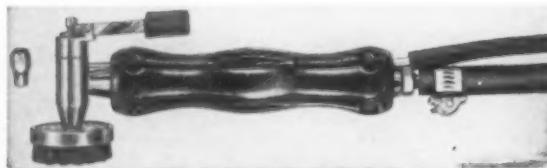
**White Stor-U-Veyor**  
U.S. Patent Pending

FOR YOUR CALL OFFICE  
It's a Storage Rack! It's an Automatic Conveyor!

WHITE MACHINE CO. INC. Bulletin N106  
14th St. & Lafayette Ave., Kenilworth, N.J.  
Gentlemen: Without obligation, please rush a copy of your new STOR-U-VEYOR circular.

Firm. \_\_\_\_\_  
Address. \_\_\_\_\_  
City. \_\_\_\_\_ Zone. \_\_\_\_\_ State. \_\_\_\_\_  
Your Jobber. \_\_\_\_\_

New Circular  
SEND FOR  
YOURS TODAY



#### NEW IMPROVED MOISTURE CONTROL SOAP GUN

Designed for pre-spotting, sizing and water-proofing. Includes interchangeable nozzle and brush, suction hose and check valve

**\$12.95**



#### ALL-PURPOSE GUN

Gun without interchangeable brush	\$6.75
Gun with 1-3/4" brush and 9/16" adapter	8.75
Replacement brush with 5/16" center hole	1.70
Replacement brush and adapter, which fits Cissell and other guns, having a 9/16" tubing	2.25

#### NEW IMPROVED '56 REEL GARMENT HOLDER

"It's All in the Reel!"

Sturdier—even more efficient and trouble free! Thumb-control button releases or retracts the 5 ft. Nylon Cord to desired length. 200 lb. strength test. Ideal for spotting board or ironing board. "The reel does it." **Only \$3.95**



#### NU-WEIGH STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Scale and basket mounted on steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping. **\$69.50**



#### NU-WEIGH ECONOMY HANGING SCALE

Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

Scale and basket as shown **39.75**

With stand add . . . . .	\$15.00
Scale alone . . . . .	18.00
Basket alone . . . . .	22.00

**Approved by Department of weights and Measures**

If your jobber cannot supply you write us direct.

**NEWHOUSE SPECIALTY CO., INC.**

3827 San Fernando Road, Glendale 4, Calif.

gan, the device is being promoted among the tailoring and men's ready-to-wear trade by clog the trap. The strainer is installed in a vertical position, thus saving space, and it may be quickly and easily removed for cleaning. Strong 140-S Traps are suitable for working pressures up to 150 p.s.i.g. Inlet and outlet tapped hole sizes are  $\frac{1}{2}$  inch and  $\frac{3}{4}$  inch.

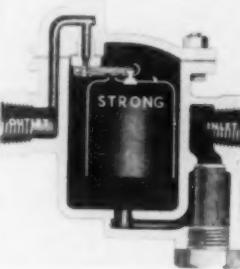
The device is a sliding rule, vertically mounted on a small floor base. When the rule is placed at the proper waistband or inseam height it locks in place, denoting the right measurement for the tailor.

Inquiries may be addressed to Ed Finnegan, Mason City, Iowa.

#### Sarco Cooling Controls

A new bulletin released by Sarco Company, Inc., describes Sarco self-powered Cooling Controls for compressors, stills, solvent coolers, degreasers, oil coolers, small engines, condensers, etc. It includes operational drawings and hook-up sketches. Write for Bulletin 710B to Sarco Company, Inc., Dept. P, Empire State Bldg., New York 1, N. Y.

#### Trap With Built-In Strainer



Production of the new 140-S Hydro-Flex Steam Trap is under way at Strong Steam Specialties Division, Strong, Carlisle & Hammond. The distinctive feature of this trap is the built-in stainless strainer which helps prevent clogging and reduces cleaning maintenance time. Other features are: small size and weight, Hydro-Flex bucket action for efficient operation under all conditions, durable semi-steel body and all-stainless-steel working parts.

The strainer is located on the

#### Hoffman Press Literature

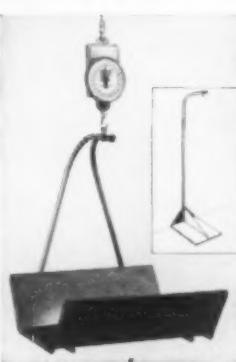
U. S. Hoffman Machinery Corporation has issued a supplemental catalog listing for quick and ready reference. The new two-color, illustrated fold-out contains a performance chart listing presses with special applications such as the "Collarmaster," which permits the pressing of an entire collar in one operation, and a number of other units.

The catalog listing is entitled Form M-132 and can be obtained upon request from the U. S. Hoffman Machinery Corporation, 105 Fourth Ave., New York, N. Y.

#### Book Review

"Let's Talk Dry Cleaning." By Fred DeArmond. The Mycroft Press, 2115 Sherwood Road, Springfield, Missouri. \$2.

Selling drycleaning service by word-of-mouth—salesmanship—is the theme of this new book. Ten chapters and four supplements of questions and answers, objections and responses stress the importance of every routeman, call office employee and telephone operator knowing his employer's advertising and how to key his selling talk to it. The author starts by distinguishing quality cleaning from cheap clean-



**UNITED COMMUNITY CAMPAIGNS**

Give...the United way

ing, and goes on to discuss the reason for drycleaning as opposed to laundering many articles where there is a choice, how to help customers make best use of cleaning service and the kinds of appeals that sway them.

In his introduction to the book, T. E. Milholland, president of Zenith Cleaners and Laundry, Dallas, Tex., and former president of the National Institute of Drycleaning, says: "Anyone on the public-contact firing line in the cleaning business who is ambitious to know more in order to earn more will profit by reading and studying it. The booklet provides the basis for a series of sales meetings for routemen and front office employees."

## PEOPLE AND PLACES

### SOUTH EAST



Mr. and Mrs. Curtis Dixon have purchased Gilley Dry Cleaning Co., Raceland, Ky., from Mr. and Mrs. Harold Gilley.

A storage vault has been added at Stewart Cleaners, 121 E. 11th St., Anniston, Ala.

Darby's Cleaners and Laundry has leased space in the new Britton Plaza Shopping Center, S. Dale Mabry and Euclid, Tampa, Fla., for a drycleaning plant.

A storage vault has been added at Morgan Cleaners, 210 Grove St., Gainesville, Ga.

Classic Cleaners has leased space in the newly constructed addition to the Metairie Shopping Center on Metairie Rd., New Orleans, La.

A storage vault has been added at King William Cleaners, 817 Sharon Dr., Fayetteville, N. C.

Crews-Davis Cleaners has been opened at 125 Watson St., Danville, Va., by Algie Crews and Russell Davis.

Howard's Cleaners and Laundry has opened a pick-up station in the Snell Isle Shopping Center, St. Petersburg, Fla.

### NORTH WEST



Mr. and Mrs. Al Williams have renewed operation of Brownsville (Ore.) Cleaners, which had been leased to Mr. and Mrs. B. M. Harrington.

A remodeling program has been completed at Piersol Cleaners, 71 Gladys Ave., Hermiston, Ore. Russ Piersol is the owner.

Articles of incorporation for Fourth Street Corp., 15½ Fourth Street, Great Falls, Mont., for the establishment of a drycleaning business have

been filed. Directors are E. R. and Francis J. Olbright and S. P. Kurth.

A grand opening was held recently at Wardrobe Cleaners, Polson, Mont., following a remodeling program.

Grace's Cleaners has been opened at 117 E. Main, Goldendale, Wash., by Mr. and Mrs. Ralf Nygaard.

Mr. and Mrs. Sky Hulett have opened Sky's Cleaners and Repair Shop on E. Third St., Newport, Wash.

## Sales Promotion Tips

### ... For BERLOU Mothproofing Dealers

**POINT-OF-PURCHASE AIDS** such as posters, signs, window banners, counter cards—anything you place in your window or counter area to remind your customers of your special services—can be tremendous boosters.

In reality, they are simple reminders—they imply or suggest to your customer the benefits he or she can obtain by taking advantage of your services. They are your silent salesmen—they take over when your salespeople are busy, or when they forget to suggest and promote your extra services.

Point-of-purchase sales aids should be designed to arouse interest—they should give just enough information to make your customer want to know more about it. Use these aids to promote your profitable services such as Berlou Mothproofing. The Berlou Company provides its dealers with several different types of point-of-purchase aids such as Authorized Dealer signs, window banners, decals, Low Cost Cards, and glass mirror signs. You can take a hint from Berlou advertising when designing other advertising because Berlou's point-of-purchase aids have been tested and proven.

**SINCE 1930**, Berlou has been the leader in its field—our dealers have found that Berlou promotion pays. National advertising—cooperative ads—decals—free mats and copy—direct mail—pocket and statement stuffers—and the point-of-purchase material all combine to make Berlou the best known and most profitable mothproofing service any dealer can offer.

Present Berlou dealers can obtain free information and advice on any Berlou promotion material by writing directly to the advertising department.

#### THE BERLOU MANUFACTURING COMPANY

435 Monroe Street Marion, Ohio  
Also: The Berlou Company (Canada) Ltd.,  
London, Ontario, Canada

**NOTE:** If you are not already a Berlou dealer, write for our interesting and informative booklet, "Berlou's Profit Builder Plan"—NOW! It's FREE—and it will show you how to add EXTRA PROFITS to your business every day. Use this coupon for convenience.

#### FILL OUT AND MAIL TODAY

**OK! Send a Free copy of "Berlou's Profit Builder Plan" without obligation.**

**Firm:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **Zone:** \_\_\_\_\_ **State:** \_\_\_\_\_

**Signed:** \_\_\_\_\_

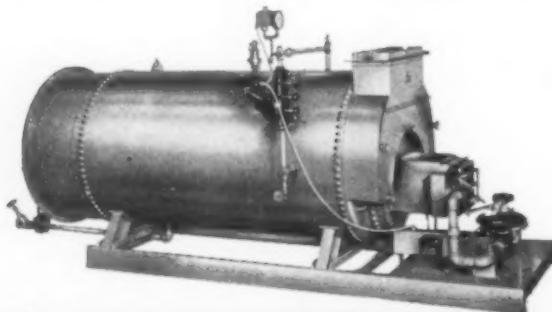


## Scotch Marine Boilers

### WITH GAS BURNER AND AUTOMATIC CONTROLS

A fully proportioned Scotch Marine Boiler with large furnace volume, ample combustion space and simple but complete ON-OFF control set up, factory wired and piped for automatic operation.

"Made in eight sizes from 15 H.P. to 80 H.P. 100 lbs. working pressure. 125 lbs. working pressure."



**LOOKOUT BOILER & MFG. CO.**  
CHATTANOOGA 1, TENN.

MANUFACTURERS OF  
VERTICAL TUBULAR, VERTICAL TUBELESS, AND  
SCOTCH MARINE BOILERS FOR OIL, GAS, AND COAL.

Selmer Flom has purchased Ree's Cleaners, Minot, N. D., from LeRoy Ree.

An open house was held recently at Bruce Cleaners, 901 S. C St., Port Angeles, Wash., by Bruce Cudd.

J. C. Walter and John J. Sullivan have sold Sullivan Cleaners, Sunnyside, Wash., to Roscoe and Loretta Long.

Miss Lilly Baker has purchased Shaw's Cleaners, 6343 S. E. Milwaukie Ave., Portland, Ore., from Mr. and Mrs. Louis B. Shaw.

The exterior of Dres-Well Cleaners, 379 Main St., Hermiston, Ore., has been remodeled.

Andersen Bros. Drive-In Cleaners, Redfield, S. D., has been remodeled.

## DOMINION of CANADA



Ross Fowler has announced plans to open a drycleaning establishment in Southampton, Ont.

A new building has been constructed for Bowmanville (Ont.) Cleaners and Dyers, located directly across from its former location at 77 King St., E. Ed and Carl Leslie are the proprietors.

Roy's Cleaners Reg'd, St. Laurent and St. Redempteur, Ot-

tawa, Ont., has been expanded. Victor Noel is the proprietor.

Burtol Cleaners Ltd. has opened a new drive-in at 704 Ontario St., Stratford, Ont. Headquarters of the firm is in Brantford.

Walter Ceska and Frank Novak, operators of a drycleaning plant in St. Pierre, Man., have opened a branch in Steinbach, which Mr. Ceska will manage.

# how you can CUT COSTS



**GUARANTEE**  
The new 2-IN-ONE is  
guaranteed to last a  
minimum of 4 months.

## USE THE NEW QUALITEX 2-IN-ONE PAD and COVER

This combination Airfoam rubber pad covered with an Asbestall cover delivers superior pressing at lower cost because . . .

- 1 The "2-IN-ONE" is guaranteed to last a minimum of 4 months, and will actually last much longer.
- 2 The long life eliminates weekly padding and cover change.
- 3 Because of the Airfoam rubber pad, the "2-IN-ONE" lessens damage to grid plate.
- 4 Because of the long lasting Asbestall cover you can reduce your inventory.

ORDER YOUR "2-IN-ONE" FROM YOUR JOBBER TODAY!

**Quality** products company

5760 W. Grand Avenue  
Chicago 39, Illinois

Co-operative Cleaners Ltd., Coxwell Ave., Toronto, Ont., was damaged by fire recently, with an estimated loss of \$22,000.

New Method Drive-In Cleaners has been housed in new modern headquarters in St. Jerome, P. Q. Conrad Aiello is the proprietor.

## NORTH CENTRAL



A storage vault has been added at Diamond Cleaners, 1230 S. Main St., Burlington, Iowa.

Empire Drive-In Cleaners has been moved to a newly remodeled building at 710 Joplin Ave., Joplin, Mo.

Style Cleaners has been opened at 8203 W. Main St., Belleville, Ill., by Bob and Floyd O'Neal.

A storage vault has been added at Kelly Cleaners, 427 N. Ninth St., Decatur, Ind.

A storage vault has been added at Oriental Cleaners, 324 S. Chicago St., Joliet, Ill.

Ground was broken recently at S. Main and Wing Sts., Plymouth, Mich., for a shirt laundry and pick-up station for Tait's Cleaners and Tailors.

Liberty Cleaners, Christopher, Ill., has been sold by Ben Dudenbostel to Bill Anderton. The name has been changed to Anderton Cleaners.

Lyle Brunett has taken over the management of Brunett Cleaners, Red Wing, Minn., succeeding John Mason. Owner of the concern is Mrs. Arthur Brunett, who, with a son, Jack, is currently operating a drycleaning firm in Beverly Hills, Calif.

Mr. and Mrs. Milroy Plough have sold Waynedale (Ind.) Cleaners to Harold and Elmer Spahr. The Spahrs own the Keep-U-Neat Cleaners in Port-land.

The latest addition to the Darko and Sons Cleaners network of branch stores has been opened in the South Gate Shopping Center at 2845 Madison, Indianapolis, Ind.

A storage vault has been added at Paris Cleaners, 221 E. Nolman, Centralia, Ill.

Jerry Keene has purchased Band Box Cleaners, Tomah, Wis., from Mr. and Mrs. Herb Westpfahl.

A laundry service has been added at DeLuxe Cleaners, Veedersburg, Ind., according to Harris Lindamood, owner.

A formal grand opening was held recently at Nu Way Cleaners and Washerette in its newly remodeled quarters at 1343 W. Michigan Ave., Urbandale, Mich. Bob and Maxine Cronk are the operators.

New drycleaning equipment has been installed in Modern Cleaners, Waterloo, Wis.

D. O. Summers Co., Cleveland, Ohio, has opened its newest branch at 14431 Cedar Rd., Shaker Heights, Ohio.

Maurice Wienke, owner of Wienke Cleaners, Homer, Ill., has announced the opening of Wienke's Cleaners and Laundrette in St. Joseph.

Spic and Span Dry Cleaners, Inc., Milwaukee, Wis., plans to open three new drive-ins. The stores are to be located at N. 67th St. and W. North Ave., in the 400 block of N. Green Bay Ave., and in the Capitol Court Shopping Center.

Seven new drive-in stores will be opened by Uptown Cleaners & Laundry, Milwaukee, Wis., it was announced by Albert B. Adelman, president of Adelman Associates. Uptown is a division of Adelman Associates.

Mr. and Mrs. James Bell have taken over management of Thrift Cleaners, Orleans, Ind.

An expansion program has been completed at Saneco Cleaners, 6000 Virginia Ave., St. Louis, Mo.

Ajay Corp. of Cincinnati, Ohio, has leased the building at

Maple Ave. and Dresden Rd., Zanesville, for the establishment of a drive-in drycleaning business.

Bill and May Wolf have purchased F & M Cleaners, 17324 Oak Park Ave., Tinley Park, Ill.

Victor Bauer has announced plans for an addition to his

drycleaning plant in Mayville, Wis.

George Brown plans to open Quik As A Wink Cleaners, 520 N. Concord St., South St. Paul, Minn., it was announced.

A storage vault has been added at Graves Cleaners, 1149 Central, Dubuque, Iowa.

## NORTH EAST



A storage vault has been added at Keene (N. H.) Dry Cleaners, 112 Main St.

Smithtown (N. Y.) Dry Cleaners has been opened at 25 W. Main St. by Mr. and Mrs. John Rutkowski.

Construction is under way on W. 15th St., Hazleton, Pa., for the establishment of a drycleaning business.

An open house celebration was held recently at Spot-Rite Cleaners, 147 Union Blvd., Totowa, N. J., by Sal Matano.

Alterations have been completed in the former Morrison Cleaners, 397 Cabot St., Beverly, Mass., it was announced by Richard Axelson. The establishment will be known as Ser-Vis Cleaners, Inc.



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A storage vault has been added at Freedman's Cleaners, 605 West Ave., Jenkintown, Pa.

Property has been leased at 4025 Broadway, New York, N. Y., which will house a branch of Prompt Cleaners.

An open house was held at Centrale Dry Cleaners, 37 Boston Post Rd., Waterford, Conn., by Mr. and Mrs. Byron Vine. The former location at 464 Ocean Ave. will be retained as a pick-up station. The Vines also have a branch at 352 Main St., Niantic.

A storage vault has been added at Barry's Cleaners, 752 Longhill Rd., Groton, Conn.

Plans have been announced for a drycleaning establishment to be located in the new shopping center on Western Ave., Augusta, Me., which is under construction.

A storage vault has been added at Toomey Cleaners, 145 Franklin, Lynn, Mass.

Ground has been broken for the erection of a drycleaning establishment at 417 Riverdale Ave., Yonkers, N. Y.

**SOUTH WEST**



Notice has been given of the intended sale of Cedars Cleaners and Dyers, 4840 Fountain Ave., Los Angeles, Calif., by William Ripes to Henry Bermon.

Emerson's Pacific Palisades (Calif.) Cleaners and Laundry has moved to new quarters at 15317 Antioch St. Bud Emerson is the owner.

A storage vault has been added at Harkrider Cleaners, 115 W. Sabine, Carthage, Tex.

One Hour Martinizing has been opened at 1600 S. Buckner Blvd., Pleasant Grove, Tex. Merritt Woodruff is the manager.

Sunset Cleaners has been opened at 15235 Sunset Blvd., Pacific Palisades, Calif., by John Samuelian.

Connie Mac Cleaners, formerly located at 136 Broadway, has been moved to larger quarters at 146 Broadway, Chula Vista, Calif.

New equipment has been installed in New Method Cleaners, 1301 Ayers, Corpus Christi, Tex., according to Harold Marshall, owner.

Jerry Pritchett has purchased Erskine's Cleaners, Main St., Bishop, Tex., from D. E. Erskine. The name has been changed to Vogue Cleaners.

Elaine L. Meyer has given notice of intention to sell Beverly Curtain and Dry Cleaners, 13450 Ventura Blvd., Sherman Oaks, Calif., to Paul F. Herre.

G. I. Cleaners has been opened at 3609 Foothill, Montrose, Calif., by Phil Weingarten and Louis Rios, Jr.

Bertram B. Brown, operator of Marin Cleaners, 520 Fourth St., San Rafael, Calif., has purchased Service Cleaners, located in the Bel Aire Shopping Center, from Jerome Brunner. The name of the establishment will be changed to Marin Cleaners of Bel Aire.

A storage vault has been added at Young's American Cleaners, 1505 11th St., Wichita Falls, Tex.

New equipment has been installed in Emde-Johnson Cleaners, 601 E. Main, Kilgore, Tex.

Ideal Cleaners, Hobbs, N. M., has been moved to new and larger quarters at 200 N. Turner. Mr. and Mrs. Howard Chandler are the owners.

Extensive remodeling has been completed at Allard Cleaners, 305 E. Main St., Norman, Okla., it was announced by Mrs. Ernest Allard.

Plans for the establishment of a drycleaning plant at 9170 Stanton Ave., Stanton, Calif., have been approved.

An addition is under construction at Modern Cleaners, 20

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Depot St., Elgin, Tex. The firm is operated by Mr. and Mrs. J. Ramirez. over management of Artistic Cleaners, 852 Grant Ave., Novato. The concern will be known as Valet Cleaners.

**New drycleaning equipment** has been installed in Bib 'n Tucker Cleaners, Fillmore, Calif., it was announced by Harlan Snyder, proprietor.

**Ralph's Cleaners**, owned by Ralph Sibert, has been moved from 5556 College Ave., Oakland, Calif., to 5510 College Ave.

**Hollywood Cleaners** has been opened in the new shopping center in Casa Vieja, Tex., by Mrs. Rae Goldfaden.

**Mr. and Mrs. Sherman Allen**, operators of a drycleaning plant in Petaluma, Calif., have taken

**Ojai (Calif.) Valley Cleaners** has been moved to new quarters at 345 E. Ojai Ave.

**An extensive remodeling** program is under way at Model Cleaners, 1818 Marshall, Vernon, Tex. Bill Berry is the owner.

**Kleenrite Cleaners** has been opened in Solana Beach, Calif., by Mrs. Frankie Yeager and Mrs. Catherine Dittbenner.

## OBITUARIES

**Reuben Thomas Bullington**, 66, operator of Ideal One-Hour Service, Atlanta, Georgia, died recently. A native of Hawkinsville, Mr. Bullington had operated the drycleaning establishment since 1932. Surviving are his wife and four sons.

**James Larimore Campbell**, 80, former partner in Deluxe Cleaners, Santa Barbara, California, died recently. From 1939 until his retirement, Mr. Campbell operated the drycleaning firm with Jess Clark. He is survived by his wife and two daughters.

**Charles Robert Faulstich**, 75, retired operator of Faulstich Dry Cleaners, Dayton, Ohio, died recently. Mr. Faulstich was a member of Stillwater Lodge, Knights Templars. Surviving are a daughter and two grandchildren.

**Clifford L. Hanna**, 38, operator of Hanna Cleaners, Brookville, Indiana, died of an accident recently. A veteran of World War II, Mr. Hanna was a member of Disabled American Veterans, Harmony Lodge No. 11, F&AM, Scottish Rite, Fraternal Order of Eagles No. 1129, Kiwanis Club and Chamber of Commerce. He is survived by his wife.

**Charles Kobetz**, operator of Sunshine Cleaners and Dyers, Newark, New Jersey, died recently. A native of Russia, Mr. Kobetz lived in Newark 52 years and operated the cleaning establishment 35 years. Surviving are his wife and son.

**Solomon L. Kosovsky**, 67, a partner in Careful Dry Cleaners, Inc., Chicago, Illinois, died recently. He is survived by his wife, a daughter and two sons.

**John W. Martin**, 66, retired drycleaning operator of Binghamton, New York, died recently. Mr. Martin was a member of Binghamton Elks Lodge 852. Surviving are his wife and two brothers.

**George E. Olson**, 64, former president of Olson Filtration Engineers, Chicago, Illinois, died of a heart attack on Au-

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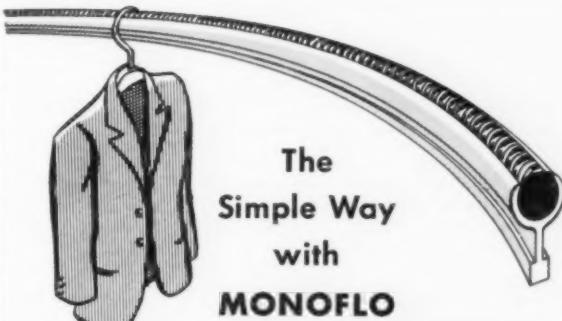
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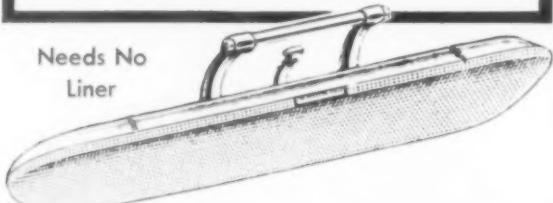
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gust 6. He had been living on his farm in Mundelein since his retirement in May 1955. Mr. Olson developed the first drycleaning filters in 1927 when he started Filtration Products Company with his brother, Fred. In 1941 he founded Olson Filtration and was its president until he sold it to The American Laundry Machinery Company in 1955. Surviving are his wife, daughter and son-in-law, Randall Mitchell, manager of Olson Filtration Engineers, Division of The American Laundry Machinery Co., and a grandson.

J. H. (Bert) Owen, operator of Owen's Cleaners, North Bay, Ontario, Canada, died at a hospital on August 21. Mr. Owen was a member of the Dry Cleaners Institute (Ontario) Limited.

Robert S. Towery, operator of Odorless Dry Cleaners, Hopkinsville, Kentucky, died on August 14. Mr. Towery was a member of Kiwanis Club and a Mason. Surviving are his wife, mother and two sons.

## MEETINGS SCHEDULED

October 4, 5, 6 and 7—American Institute of Laundering, Annual Convention, Shirley-Savoy Hotel and Cosmopolitan Hotel, Denver, Colorado.

October 5, 6 and 7—Ohio State Association of Cleaners and Dyers, Annual Convention, Neil House Hotel, Columbus.

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October 25, 26 and 27—Kentucky State Laundry and Cleaners Association, Annual Convention, Kentucky Hotel, Louisville.

November 2, 3 and 4—Oregon State Drycleaners Association, Annual Convention, Gearhart Hotel, Gearhart.

November 11 and 12—Cleansing Plant Owners of Massachusetts, Annual Convention, Hotel Bradford, Boston.

November 23 and 24—Illinois State Cleaners and Dyers Association, Annual Convention, Morrison Hotel, Chicago.

November 30, December 1 and 2—Indiana Drycleaning & Laundry Institute, Annual Convention, Severin Hotel, Indianapolis.

December 1 and 2—Wisconsin Drycleaners Association, Inc., Annual Convention, Pfister Hotel, Milwaukee.

### 1957

January 17, 18 and 19—Canadian Research Institute of Launderers and Cleaners, Annual Convention, Royal Alexandra Hotel, Winnipeg, Manitoba, Canada.

January 18, 19 and 20—Michigan Institute of Drycleaning, Annual Convention, Detroit-Leland Hotel, Detroit.

January 19 and 20—Minnesota Institute of Laundering and Cleaning, Annual Convention, Nicollet Hotel, Minneapolis.

January 19, 20 21 and 22—National Institute of Rug Cleaning, Annual Convention, Roosevelt Hotel, New Orleans, Louisiana.

January 25, 26 and 27—Louisiana Laundry & Cleaners Association, Annual Convention, Shreveport.

January 26 and 27—Oklahoma Association of Drycleaners, Annual Convention, Huckins Hotel, Oklahoma City.

March 7, 8, 9 and 10—National Institute of Drycleaning, Annual Convention and Exhibit, Atlantic City, New Jersey.

March 26, 27 and 28—Texas Laundry and Drycleaners Association, Golden Jubilee Convention, Baker Hotel, Dallas, Texas.

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### CLEANING PLANTS FOR SALE

**Buffalo, N. Y.**—complete modern synthetic drycleaning plant centrally located, doing good business, all cash-and-carry. Owner retiring. Price \$25,500. **ADDRESS**, Box 7708, **NATIONAL CLEANER & Dyer**. -2

**LOS ANGELES DRYCLEANING BUSINESS**—Long-established concern, price, \$165,000—terms. Excellent clientele, business can be expanded. Contact W. Ross Campbell Business Investment Co., 712 South Spring Street, Los Angeles 14, California. 7747-2

**SOUTH CENTRAL WISCONSIN**, very profitable, well-established (before 1959). Terms, long-term lease, \$1.40 price, sales \$85,000, laundry—drycleaning 50-50, completely engineered, equipment in excellent condition, apartment second floor. **ADDRESS**, Box 7758, **NATIONAL CLEANER & Dyer**. -2

For Sale—laundries, drycleaning plants, rug cleaning plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact J. B. KANDEL, 131-39 228TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291. 4648-2

140 F Hoffman double unit—Sanitone franchise—fully equipped drive-in parking space—house at rear—fine climate—\$67,500 full price—\$50,000 per year—will consider lease with option to buy. **ADDRESS**, Box 7743, **NATIONAL CLEANER & Dyer**. -2

**NORTHERN CALIFORNIA MODERN QUALITY PETROLEUM CLEANING PLANT AND ALL-NEW LATEST SHIRT UNIT**; \$200,000 GROSS SALES. SEVEN STORES, NO WHOLESALE, NO ROUTES, NO REAL ESTATE, ALL GOOD LEASE LOCATIONS. PLANT EQUIPPED FOR 50% EXPANSION. OTHER BUSINESS INTERESTS ELSEWHERE MAKES SALE DESIRABLE. **ADDRESS**, Box 7805, **NATIONAL CLEANER & Dyer**. -2

**DYEING PLANT**—old-established, modernly equipped for rugs, garments, industrial production. Will sell half or whole to capable working partner on easy terms. **ADDRESS**, Box 7807, **NATIONAL CLEANER & Dyer**. -2

Will sell modern-equipped cleaning plant, pleasant northern Indiana location, fur vault, 30-year quality reputation, \$1.40 base price, Butler washer, \$60,000 volume, 70% across counter, well worth \$45,000. Terms of lease to be arranged during purchase negotiations for business and equipment. **ADDRESS**, Box 7822, **NATIONAL CLEANER & Dyer**. -2

Beautiful solvent drycleaning plant. Equipment practically new. All cash-and-carry at \$1 price. Can stand rigid investigation. Established 30 years. Doing \$40,000 a year gross, net \$15,000 for yourself. Will sell entire business, goodwill and real estate for \$50,000, \$10,000 cash, balance \$5,000 a year, no interest. Contact LEO R. ARLEN (Prop.) **TIP TOP CLEANERS**, 580 St. James Ave., Springfield, Mass. 7728-2

For Sale: Established charged petroleum drive-in plant. Central Wisconsin, grossing \$48,000. 40% counter, rest routes. Fine help. **ADDRESS**, Box 7836, **NATIONAL CLEANER & Dyer**. -2

**FOR SALE—COMPLETELY MODERN CLEANING PLANT IN WESTERN NEBRASKA. AN OPPORTUNITY OF A LIFETIME. WELL-ESTABLISHED AND HAS SHOWN A GOOD PROFIT FOR YEARS. ANNUAL VOLUME \$45,000. ADDRESS**, Box 7808, **NATIONAL CLEANER & Dyer**. -2

**OHIO-WEST CENTRAL. SYNTHETIC PLANT EQUIPPED FOR AND DOING FAST SERVICE. DRIVE-IN BUSINESS. WELL PATRONIZED. ALMOST NEW BUILDING. LONG LEASE. OFF-SIDEWALK PARKING. LEAVING CITY. ADDRESS**, Box 7849, **NATIONAL CLEANER & Dyer**. -2

**LONG BEACH, CALIFORNIA: MODERN 140F PLANT.** Gross over \$50,000 year, \$1.50 prices, retail routes in good growing areas. Well equipped, \$19,500 terms. Consider offer cash. **ADDRESS**, Box 7856, **NATIONAL CLEANER & Dyer**. -2

For sale—cleaning plant in thriving southern Oregon town—Air Base under construction. Other major industries soon due. \$30,000 gross, good lease. Price \$18,500. Mr. E. L. Blevins, Fashion Cleaners, 129 South Seventh St., Klamath Falls, Oregon. 7657-2

Modern drycleaning plant in Akron, Ohio. Has large drive-in, retail and wholesale business. Established 28 years. Employs 12 people. Wonderful opportunity to make good money. You will need a small amount of capital. To appreciate this, you must see it for yourself. Will give 10-year lease or more. Owner desires to retire. Reply to A. H. Tarr, Personal, c/o Day Cleaners & Dyers, Inc., 467 W. Cedar St., Akron, Ohio. 7860-2

**MUST SELL WITHIN 30 DAYS!** \$120,000 yearly gross. Immediate profits. 50 x 50 block building. Choice retail outlets, good leases, top-flight equipment. 3 trucks. Established 10 years in western Pennsylvania. \$400 weekly bobtail and two other accounts doing \$450 weekly. Business, good will, building and all for less than \$20,000. No tricks. We must sell. First come, first served. **ADDRESS**, Box 7843, **NATIONAL CLEANER & Dyer**. -2

**LAS VEGAS, NEVADA—SYNTHETIC PLANT DOING \$60,000. FINE LOCATION, DRIVE-IN, ONE TRUCK. NO BROKERS. GEORGE MYRICK, 4206 DOVER PLACE, LAS VEGAS, NEVADA.** 7841-2

**FOR SALE:** Northwestern Pennsylvania. Complete modern Stoddard solvent plant with fur vault, shirt laundry and rug cleaning equipment. Gross business over \$55,000. Equipment in excellent condition. Low payroll. Experienced help. Will sell or lease. No reasonable offer refused. **ADDRESS**, Box 7869, **NATIONAL CLEANER & Dyer**. -2

**FOR SALE**—Drive-in drycleaning plant and two centrally located stores in south-central part of New York State, including real estate, stock and fixtures, at a tremendously low price. Owners dissolving partnership. Price only \$45,000 for a business established 38 years in the same location. Business and plant located among industries and colleges where income is assured. Write for more information. Don't wait or overlook this offer since you will never see one like it again. **ADDRESS**, Box 7868, **NATIONAL CLEANER & Dyer**. -2

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Drycleaning Plant! Man-and-wife operation! \$3,000 down will handle. Fire one year ago resulted in complete modernization of equipment. Located in small town 30 miles east of Cedar Rapids, Iowa. Nearest other plant 18 miles. This is a real opportunity. Disabled veteran must give up business. Call or write John Zachar & Fries, Realtors, 612 Third Ave., S. E., Cedar Rapids, Iowa. Phone 5-0486. 7847-2

**NORTH CENTRAL ILLINOIS COUNTY SEAT.** Volume \$30,000. Established 42 years. Strictly retail. Good building, equipment and prices. Owner retiring. **ADDRESS**, Box 7845, **NATIONAL CLEANER & Dyer**. -2

**PONTIAC, MICHIGAN, MODERN SOLVENT DRYCLEANING PLANT** forty years same location. Grossing \$30,000 annually. Room for expansion if desired. Well established route. Will sacrifice for health reason. **ADDRESS**, Box 7872, **NATIONAL CLEANER & Dyer**. -2

For Sale—Cooper's Drycleaning at Uhrichsville, Ohio. Established 1915. Modern and fully equipped Stoddard solvent plant. Exclusive Sanitone licensee, fur storage vault. Will sell building and all or separately—Reason, health failing. **ADDRESS**, Box 7744, **NATIONAL CLEANER & Dyer**. -2

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BOILERS—HIGH-PRESSURE: We carry a large selection of ASME National Board high-pressure boilers—gas, oil, coal-fired—ranging from 10 to 1,000 hp., each guaranteed to excellent condition; sales sheet and complete data sent upon request. **WABASH POWER EQUIPMENT COMPANY**, 31 E. Congress, Chicago, Ill. 7742-4

**IMPERIAL LAUNDRY MACHINERY CO.**, 121 Greenpoint Ave., Brooklyn 22, N. Y., EV 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 7678-4

**IMPERIAL LAUNDRY MACHINERY CO., INC.**, 121 Greenpoint Ave., Brooklyn, N. Y., EV 9-6585, are selling for owners of **PENN CLEANERS**, 207 W. 38th St., New York City—Prosperity laundry and drycleaning units, Prosperity 60 lb. automatic washer, 2 Mercury 140F cleaning units, 2 years old, tumblers, miscellaneous items. Also available synthetic and petroleum cleaning units, 2-girl shirt units, 5 H.P. Ingersoll-Rand Compressor, 10 H.P. packaged boiler. Building must be vacated immediately. Write or telephone for inspection and details. 7677-4

Prosperity 6A fully automatic synthetic unit, used less than 2 years. Can be seen in operation. Priced reasonably, can arrange terms. Trade-ins accepted. **IMPERIAL LAUNDRY MACHINERY CO.**, 121 Greenpoint Ave., Brooklyn 22, N. Y. EV 9-6585. 7676-4

Two 36 x 54 washers, all-metal, individual explosion-proof motors, 220V, Butler filter 5,000 gal. with pump, all in use five years. Salina Laundry & Cleaners, Salina, Kansas. 7823-4

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**FOR SALE**: 1—36 x 64 Silex Gross washer, metal cylinder. 1—36 x 54 Zephyr metal-cylinder washer. 1—30" Western extractor, motor-driven. 1—140-gallons-per-hour still, Gross. 4—Huebsch tumblers, 30 x 30. 1—28" motor-driven extractor. 1—3200-gallons-per-hour Hoffman filter. 1—Huebsch dry cabinet. Belts, pulleys and shafting. 2—sets Excelsior steam puffs. 1—Cissell bag-type steamer. 2—iron boards with steam irons. Cissell steam irons. 1—Hoffman suit coat steamer. 1—Lendle o'coat shaper. 1—Adjusta-Form. 1—Cissell puff set. 1—Panflex legger. 1—gas-fired 5 H.P. boiler return tank and all automatic controls. 1—Fleximod. **MODERN CLEANERS**, Inc., 1734 South Jefferson Ave., Saginaw, Michigan. 7865-4

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For Sale: 1—50 bin Bishop assorting wheel, one year old. Cost \$400—sell \$150. **NORTONS LAUNDRY**, 106 West 45th St., New York, N. Y. 7877-4

For immediate sale: 1—48" extractor with stainless steel basket, motor driven new curb and cover. 1—3,200 G.P.H. Butler Filter with Viking pump. **WRITE OR CALL JENSEN MFG. CO.**, PALMYRA, NEW JERSEY, MARKET 7-1403. 7877-4

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**SALESman** for southern New Jersey, eastern Pennsylvania and the State of Delaware. To call on drycleaners for the sale of new synthetic units and complementary equipment. Must have previous drycleaning machinery sales experience, preferably in territory outlined above. We furnish new car, expense account, salary and commissions. Write **JENSEN MFG. CO.**, PALMYRA, N. J. 7863-14

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Wanted: Manager for laundry and drycleaning plant doing \$400,000 per year, with ten to twenty years experience in production, cost control and maintaining quality. State age and salary expected, with references. **ADDRESS**, Box 7854, NATIONAL CLEANER & DYER. -7

**WORKING MANAGER** for drive-in drycleaning and shirt laundry plants. Thorough knowledge synthetic operation, must be able to take full charge—train pressers, spotters and handle store clerks. Immediate opening, well-established, fast-growing company New Jersey area. Please state age, present employment, personal and business references, experience, education, income requirements. Enclose recent snapshot. All replies confidential. **ADDRESS**, Box 7779, NATIONAL CLEANER & DYER. -7

Experienced cleaner, spotter, assistant manager for synthetic plant in Massachusetts. Give complete information, qualifications, marital status, salary required, etc. **ADDRESS**, Box 7824, NATIONAL CLEANER & DYER. -7

**WORKING FOREMAN MANAGER**—for modern synthetic drycleaning plants and shirt laundry. To take full charge—hire and train all personnel. \$5,200 basic salary plus 10% of profits before taxes. 8-A Prosperity units, air conditioning, and air pressers being used in new plants in Ohio and Indiana. If interested, send photograph, state age, and give full resume of yourself. Replies will be kept in strict confidence. **LA FRANCE DRYCLEANERS, INC.**, 946 Sheely Street, Youngstown, Ohio. 7828-7

**DRYCLEANING PLANT MANAGER** for ultramodern synthetic unit, well established and ideally located in the heart of the business district in Victoria, B. C., Canada. Top salary plus profit-sharing plan. Staff of 15 people. This is an excellent opportunity for a young, experienced man under age 40. Apply in own handwriting, giving full background and personal details, attaching photograph or snapshot to Head Office, The Spotless Corporation, 2085 Main St., Vancouver, B. C., Canada. 7842-7

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Working superintendent for small drycleaning plant with 12 years experience. Age 29. Good reference as to ability and habits. First-class silk and wool spotter. NID graduate. Permanent position desired. P. O. Box 402, Dover, Delaware. 7853-5

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## OUR READERS SAY

### Pricing Draperies

To the Editor:

In one of our trade journals at one time I am sure that I saw an advertisement describing a unit used to measure and price draperies. Not able to remember which journal or company handles this item I thought you might be able to help us.

SAM VERRUNI

*Verunni's Custom Cleaning  
Rosemont, Pa.*

We do not know of any firm that makes a measuring and pricing device for draperies. It is customary to charge for drapes by the panel rather than over-all area. This is due to the fact that drapes are generally pretty well standardized in size, the only difference being whether they are lined or unlined. Prices vary in different sections of the country. We would suggest you check on competitive prices in your market, and we believe you will find your fellow cleaners are charging a flat price per panel.

If you feel it is more equitable to charge by area, a yardstick screwed to the edge of your marking counter will help your marker quickly determine the over-all area.—EDITOR

### Dyeing Fur Fabrics

To the Editor:

Enclosed please find a small sample of a furlike pile fabric to which we would like to give a grooved, or pattern, effect by streak-coloring. In other words, we would like to take this artificial fur and, from the patterns, cut out the garments for a particular order, and stitch or sew certain patterns on the pieces. The shades in which we are interested are a neutral yellow-brown and a neutral gray.

Will you please indicate, if possible, the most suitable coloring materials for achieving this result, which would be fast-to-light, crocking or rubbing and washing?

We are also interested in knowing how these colors could be best applied (by hand or by brushing) to the spaces in between these stitched patterns. The temperature at which such an application is made is another point of interest. We have carried out some experiments with some dyestuffs applied at 150° F but they were found to have, unfortunately, a poor fastness.

We suspect that the enclosed fur sample is a blend of dynel and Orlon

or of Orlon and Terylene. We wonder whether it will be possible for you to clarify this point, without undertaking too extensive work.

We shall also welcome any information on the most suitable methods and materials for dyeing artificial furs consisting of Orlon and dynel blends.

GARMENT MANUFACTURER

Canada

Your inquiry concerning streak-coloring of synthetic fur touches on a very difficult problem. From the best information we can obtain, no one has worked out this process with complete satisfaction.

Garments made of synthetic material are normally yarn-dyed. If that process is employed to reproduce the natural streaks that appear in fur, it has a nice appearance while the fabric is uncut. Unfortunately, it is next to impossible to match the streaks in assembling the garment. Some firms have tried to get this effect by using white material and assembling the garment. They next apply acetate dye mixed with alcohol and spray this mixture on the garment. Unless this dye is set, it will crock off. This presents a problem in that the setting is accomplished by subjecting the fabric to steam at a high temperature. This results in a fusing of the dynel fibers causing a harsh feeling.

A later technique for setting has been to spray the dyed garment with a metal cellulose gum. This is too new a technique to form any conclusions.

For additional information, we suggest you write: General Dyestuff Company, Sales Division of General Analine & Film Corporation, 435 Hudson St., New York, N. Y.—EDITOR

### Store Design

To the Editor:

We are looking for advice on designing a new store at our main plant. We are building a block of stores across the front of our property and we will be occupying one of the stores for cash-and-carry, and naturally we are interested in making it as attractive as possible.

#### Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the dry-cleaning industry, your problems and your solutions to problems. Address:

The Editor

National Cleaner & Dyer  
305 East 45th Street  
New York 17, N. Y.

Do you have the address of anyone that has had experience in designing drycleaners' stores? If so we would be pleased to know their address so that we may get in touch with them.

R. FLINDALL  
*Cleland & Flindall, Ltd.  
Kingston, Ont., Can.*

The attached material may help you in your plans for your new store. Here in the States many allied tradesmen are offering helpful service along these lines.—EDITOR

### Templates for Layout

To the Editor:

In your Guidebook issue of 1955 you had included some pages with templates for use in making plant layouts. Would you please send us a half dozen tear sheets of this information.

MYER MALTZ  
*Silver Spring, Md.*

The page on templates appeared in our 1954 Guidebook. Unfortunately, there are no more tear sheets available. However, we do have complete reprints of the plant layout presentation and these include pages on templates. The reprints are available at \$1 each.—EDITOR

### Telephone Solicitation

To the Editor:

We would like to ask if you can tell us the effect of telephone solicitation for drycleaning. We have been advised by some it is good, and by some it is bad, and we would like to know how it is successfully conducted.

It is apparent that if it is successful the work must be handled by a very tactful individual.

Your thoughts on this will be gratefully appreciated.

G. W. COLLIER  
*Graydon Collier Company  
Anderson, Ind.*

Telephone solicitation can be one of your most effective selling tools. Like anything else, results are in direct proportion to the amount of planning, consistency of use and follow-through by management.

We have prepared an article on this subject which appears on page 53 of this issue. It gives all the fundamentals on what makes telephone solicitations click. We believe you and our other readers will find it most helpful.—EDITOR

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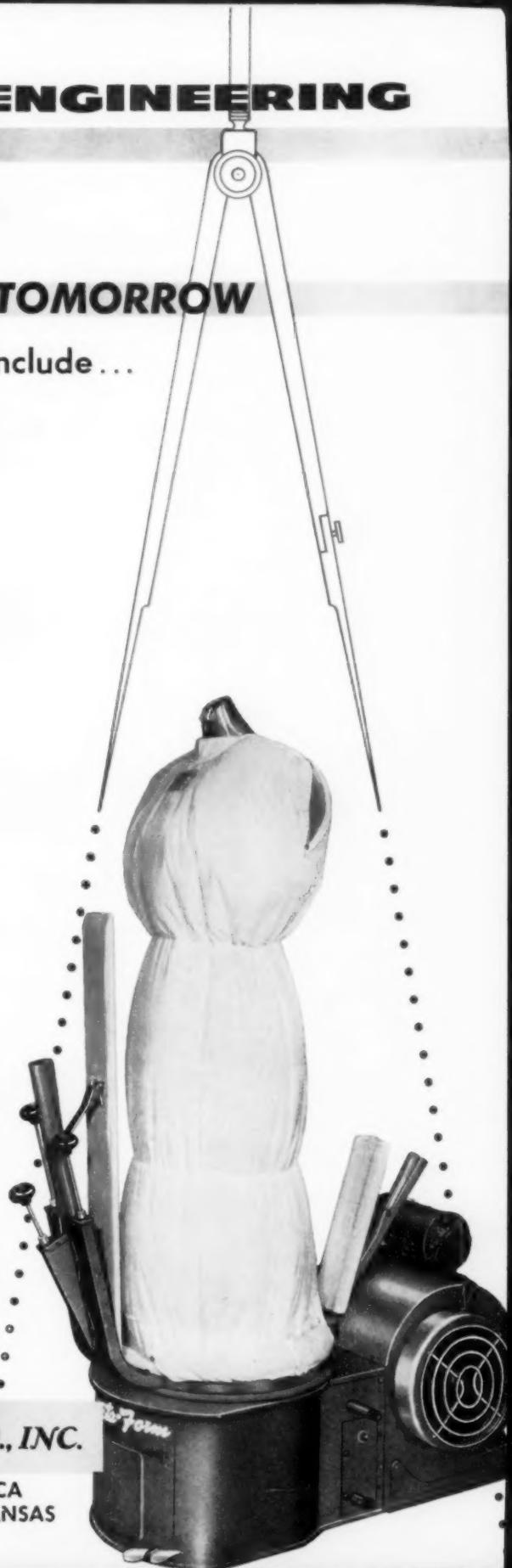
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to turn to page 70



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